FEEDFRONT

Affiliate Summit West 2014 in Las Vegas: January 12-14 Issue 23 · August 2013

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STAFF

Co-Editors in Chief
Missy Ward, Shawn Collins

Co-Publishers
Missy Ward, Shawn Collins

Contributing Writers
Brittany Berger, Debbie Bookstaber, Wesley Brandi, Shawn Collins, Dennis Consorte, Nicholas Cote, Chad Deckard, Lauren Doyle, David Ford, Robert Glazer, Jonathan Goodman, Bret Grow, Kipling Holland, Bryant Hussey, Travis Jacobson, Shefali Mamak, Wendy Kam Marcy, Jillian McGary, Karen McMahon, Cristian Miculi, Corey Post, Geno Prussakov, Kim Salvino, Wade Tonkin, Joris Toonders, Jonathan Treiber, Jennifer Myers Ward, Missy Ward and Rehan Zaidi

Graphic Design
Logan Gattis Designs
www.logangattis.com

Magazine Coordinator
Amy Rodriguez

Cover Photo Credit:
Vicky Collins

Affiliate Summit
522 Hunt Club Blvd. #411
Apopka, FL 32703
tel (417)-2SUMMIT (278-6648)
fax (908) 364-4627

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Missy Ward

Editor's Note

Let Structure Set You Free

by **Missy Ward**

Ahhhh... the first day of your new entrepreneurial life – the day after you've left your full-time job for the last time, the day you no longer have to don business attire and full make-up – is a heady day.

You can sleep in late, start working in your pajamas while curled up on the couch, and there is no boss to tell you to stay off of Facebook or turn that music down. It's an exhilarating, one-of-a-kind experience.

However, it isn't too long before you realize that as an entrepreneur, you actually need to be more organized instead of less. Without structure and good self-discipline, your multiple visits to Facebook during the day mean you're still working late into the evening, often to the detriment of both your family and your sanity.

So how do you go about setting up a plan for your independent work day? Here's what I've learned the hard way.

1. Make a Schedule

This might seem obvious, but it's critically important for long term success. First, pay attention to when you are most productive; are you a morning person, or do you do better in the afternoon? Once you know your most productive times, schedule your more challenging work during those times. Leave your less productive hours for more routine tasks, such as checking email or updating spreadsheets.

2. Use Good Tools

There are some great time-management tools out there; find the ones that work best for you and use them. One of the best free tools I've found is Podio.com. It is incredibly flexible and allows me to manage my schedule and projects very easily. For tracking my time on the web and social media, I like RescueTime.com which offers a weekly productivity report. My first report really showed how much time I waste on social media and helped me build better habits.

3. Batch Tasks

I can bust out a ton of work when I get into a groove. But, starting and stopping different tasks makes me lose momentum very easily. So when I decided to start batching my tasks, it became much easier for me to focus on work instead of getting derailed each time I got a new Facebook or email notification ping.

My four favorite tasks that I like to batch are email, social media, content creation and administrative duties. By blocking off time each day to focus on each batch of tasks, I'm able to accomplish much more, without working longer hours.

4. Consider Outsourcing

Why torture yourself doing things you don't enjoy and don't do well when you can easily subcontract out tasks like payroll, taxes, data entry, etc. to other entrepreneurs. Hiring people to do these things will free you up to do what you love and build your business.

In order to be successful over the long term and grow your business in a smart way, you need to do more than work hard – you need to work SMART. After all, you are your own boss now, and you want to give your boss your best, right? [FF]

Missy Ward is the Co-Founder of Affiliate Summit, Co-Editor-In-Chief of Feedfront and blogs on MissyWard.com. ‹‹

Lead Generation: Monetizing More Than Just Clicks

by **Bret Grow**

Bret Grow

Most affiliate marketers, eat, sleep and drink clicks, conversions and traffic. Moreover, a good portion of them are starting to see the value of the people and the data behind those transactions.

Lead generation technology has changed over the last 10 years and it's easier than ever to get started.

When you start capturing personally identifiable data about the traffic you are sending advertisers, you can diversify your business, maximize your traffic and attract higher quality advertisers.

Take the example of Western Union. After 150 years of sending telegrams, they made their transition from a communications company to a financial services company.

They have remained a successful company throughout the recent recession because they have steadily expanded their operations outside the U.S. and built new product lines such as mobile-money transfers.

According to Business Finance Magazine, Western Union now finds that swings in the U.S. economy don't have as much of an effect on the their bottom line as it could.

All companies benefit when their bottom line is rock solid and less affected by changes in the economy. Using lead generation to complement your CPA offers gives you one more revenue stream to count on and enhances your ability to weather the changes in the industry and economy.

For many ad networks, their bread and butter are the CPA offers that are easy to set up. However, the last few years have been especially rough for CPA based ad networks that run out of cash when advertisers stop paying, competition heats up or affiliates send fraudulent traffic.

Lead generation combats all of these problems. It increases your overall revenue by placing you in the advertiser seat and not just as a broker to internet traffic. Because each lead is an actual consumer, fraud detection, reconciliation of stats and subsequently payments between you and a buyer are more easily resolved. Additionally, you're not just re-advertising the same offers as other ad networks, you are creating exclusive offers.

Whether you're sending one hundred or millions of consumers a day to a website, each is worth more than just a click.

As technology continues to advance it's easy to combine CPA offers with collecting consumer data. Maximizing your traffic by getting paid for the clicks, conversions and lead data makes perfect sense.

Advertisers want people who will buy their product, when you send traffic to their site they hope to make a purchase during that visit. When you send them the consumer's information, the advertiser has many more methods to convince them to buy.

When you are in lead generation you have a product to sell even big name advertisers.

It's time to understand and take full advantage of your internet traffic so you can diversify your business and create stable relationships and revenue with more prestigious partners. [FF]

›› *Bret Grow is Co-Founder and President of LinkTrust Systems.*

Jennifer Myers Ward

5 Reasons You Need Email Marketing

by **Jennifer Myers Ward**

At a time when social media seems to be the only thing people talk about, email is still a very effective marketing tool. Here are five reasons why email continues to have an excellent return on investment.

1. Customer Retention

We've all heard it before; it costs more to acquire a customer than to retain one. So, why do so many companies focus on getting new customers in the door then forget about the customers they already have?

Retailers tend to think once someone buys they will come back again on their own. But, with an overwhelming amount of marketing messages bombarding your customers, they may very well make their next purchase from another retailer, even your competitor.

2. Relationship and Brand Equity Building

Email marketing also enables relationship building which can boost brand equity.

You wouldn't take someone on a date and then never speak to him or her again and assume your relationship was progressing. Using the same approach in business, email will allow you to build that relationship and use information we know to communicate about things that matter to them. Think back to your high school days when you signed your yearbook K.I.T (Keep In Touch).

3. Increase Customers' Life Time Value

Now that you have built a relationship with your customers, you can communicate with them based on what you know is important and relevant to them. As you begin to do this, you will find your customers tend to buy from you more frequently.

Think about a car dealership; if two dealerships had exactly the same car at the same price, which would you buy from? The salesperson you liked the best, the one that listened to you and understood what you were looking for. Not only would you buy this car there, more than likely you would come back there to buy future cars.

4. Offset Initial Acquisition Costs

With retailers investing heavily in programs that drive qualified traffic to their websites, being able to offset these initial costs is key. Email can reduce costs both in the short and the long term.

Even with high website conversion rates, an enormous amount of traffic you paid for will leave your site.

With the strategic use of email collection techniques, you can gather email addresses and create a communications plan aimed at converting these shoppers to buyers. Once they become buyers, you have additional information about them that can help increase the number of purchases and help offset the initial cost of getting that shopper to your site.

5. Increase Overall Online Sales

This is the reason we are all in business... to make money. In my experience, email represents no less than 20% of retailers' total online business. By maximizing your email efforts to increase purchases you will increase overall revenue. [FF]

Jennifer is the founder of ebove & beyond and a 17-Year online marketing veteran. ‹‹

Google Affiliate Network Merchants: 7 Post-Migration Tips

by **Dennis Consorte**

If you had your affiliate program on the Google Affiliate Network (GAN), slated for retirement on July 31, hopefully you've already migrated to another network.

But, what do you do after the technical part of migration? Here are some tips to jump-start your program.

Export Your List of Publishers

It's important to grab as much data as you can from GAN before it becomes inaccessible, beginning with your list of publishers. You'll also want to download performance data so that you know whom to target first.

Your outreach should focus on your top publishers, but don't skip over the smaller affiliates, who often have influence within the community.

Get Your New Network to Help You

Networks have been competing for former GAN merchants, and you probably got a great deal with the one you chose. But don't stop there: ask your new network to map your GAN publishers to their database and do an auto-import, which will save you countless hours.

Note that this will not automatically change the links on your affiliates' websites; you'll still need to notify them that you've migrated and engage them actively to update their websites.

Ask the network for help on this as well, as they're likely in active communications, or find an outsourced management team to help you.

Take Advantage of Network Tools

Set up a call with your account representative to walk you through the user interface and find the hidden gems that will make promoting your program more effective.

For example, you may be able to submit your offer to a network email blast, split commissions between multiple affiliates throughout the clickstream, or tag your program with keywords that affiliates might use to find it.

Build and Test Your Links

Different networks have different ways to format your creatives. Use the right encoding, and be careful with special characters. Tag your links using the Google URL Builder so that they're easier to track in Google Analytics.

Sign Up For a Publisher Account

Make sure your links render properly and your content and messaging are clear. The easiest way to do this is to create a publisher account and sign up for your own program.

Check your welcome email, profile page and program terms, and be sure to test all links.

Send a Monthly Email Newsletter

On GAN, you probably did a monthly export of your publishers and imported them into an email marketing system. Other networks enable you to send emails directly from their interfaces.

Segment your list for top performers, inactive affiliates and different website genres, and send yourself copies of each newsletter before blasting it.

Gear Up For Success

Migrating between networks is a process, so use this list to get it moving along. In addition to getting your own migration started, this is an opportunity to engage your publishers to help them to succeed. [FF]

›› *Dennis is the founder of Consorte Marketing, a full-service digital agency in Hoboken, NJ.*

Brittany Berger

Breathe New Life into Old Blog Content

by **Brittany Berger**

According to the "B2B Content Marketing: 2013 Benchmarks, Budgets, and Trends" report by the Content Marketing Institute and MarketingProfs, 79% of content marketers use blogs

Take a minute to think about what that statistic means in terms of individual posts. To say there's a lot of them would be a massive understatement. But what happens when a post is pushed off of the homepage of a blog by more recent posts?

You put time and effort into each blog post you write. It's understandable for you to want people to be interested in them for as long as possible. By turning blog posts into other forms of content, you can extend the lifespan of your words and expose them to new audiences.

Here are just a few ways to revamp your most successful posts:

1. Update the text post or write a sequel

Not all of your best posts will be evergreen; they may have been relevant at the time but now seem outdated. Instead of letting them rot in your blog archives, you can update the out of date information and promote it again. You can also write an update or sequel to the post and link back to the original.

2. Turn the blog post into a slide deck

This idea is great because it allows you to make your blog post more visual without starting from scratch. You can still use headings, subheadings, and important parts of your blog post, combined with graphics and photos, to create a stunning presentation to upload to SlideShare.

3. Record a video

If you're comfortable speaking into a camera or microphone, build a presence on video sites like YouTube and Vimeo. If you have how-to and tutorial blog posts, videos are great for creating actual demonstrations of your instructions. If your tutorial is about how to do something on a computer, there are plenty of easy and free screen recording tools you can use.

4. Create an infographic

If you have a blog post filled with statistics and numbers that are still true, put them into an infographic that can be shared on social networks, infographic sites, and embedded onto other blogs. If you don't have design skills or a graphic designer in-house, websites like Piktochart and Easel.ly have templates and themes you can easily customize.

5. Combine posts to create an eBook

If you've ever written a series on your blog, why not combine those blog posts into one document? It puts all of this related information in one place and gives readers more consumption options; they can load it onto an eReader and take it on the go instead of having to read it somewhere with an internet connection.

Take these ideas or come up with your own and get more out of each post so you can spend less time thinking and more time actually creating. [FF]

Brittany Berger is the Content Coordinator for eZanga.com. You can find her on Twitter @bberg1010. ‹‹

Are Google Ads Stealing Affiliate Revenue?

by **Wesley Brandi**

Cookie stuffing is a technique used by rogue affiliates to claim unearned commissions. Essentially, it involves an affiliate forcing his way into a transaction between a buyer and a merchant (more technical details are available at feedfront.com/cookie-stuffing).

Merchants lose when they're dealing with a cookie stuffer because they are paying a commission when none is owed. Honest affiliates competing for the same traffic lose as well, since it's their profits that are being redirected to rogue affiliates.

There is a flaw in Google's AdSense program that allows cookie stuffers to target users that are directly visiting a merchant's site without a click on the ad or adware needed. Here's how it happens:

1. Cookie stuffer signs up as an affiliate with a merchant
2. Cookie stuffer then signs up as a Google advertiser and configures an ad to target a merchant, which is a publisher in Google's AdSense program
3. When these ads are displayed on the targeted merchant's page, they force the rogue affiliate's cookies onto the user's machine
4. If the user then engages in a valid transaction with the merchant (this is likely since the user is on the merchant's page), then the rogue affiliate is paid an unearned commission

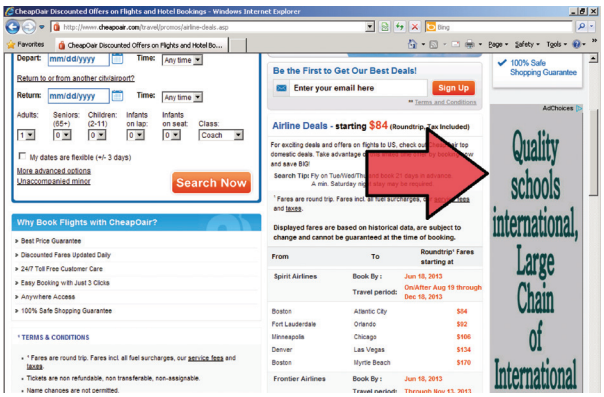
Here's an example of the above cookie stuffing scenario:

A view of this packet trace summary (available at feedfront.com/packet-trace) captures a direct visit to a merchant's page: cheapoair.com.

You'll note the request to load the Google ad (id=CICA...) which returns a Flash payload, which then requests an image from daddyimages.com.

This 302 redirects to redirect2.php on the same host, but via the HTTPS protocol (important because it hides the source of the referrer).

This redirects again back to the daddyimages host, which then 302 redirects to a LinkSynergy affiliate link (only intended for clicks) which results in the affiliate cookie placed on the user's machine (affiliate id "osbfFsuCjFc" is the rogue here). Here is a screenshot of the ad in question (red arrow highlights the Google ad with the AdChoices logo in the top right):



These ads are potentially stealing revenue from Cheapoair and denying revenue to honest affiliates competing for the same traffic. Note that these ads do not have to be clicked; they merely have to render.

The problem here is that Google's AdSense program is allowing these ads to request images that are beyond Google's control.

This particular instance is not just a one off either, for this technique has been around for a while. Rogue affiliates are now selling it to others of their shady character, and sadly it's popularity is gaining.

Are you a merchant with an affiliate program running ads of this nature? Or rather, are you affiliated with a merchant who runs ads of this nature? If so, load up your favorite Web debugger, browse through your merchant's site and watch out for clicks from competing affiliates. [FF]

›› *Wesley loves fraud (crushing it!)*

Jonathan Treiber

Online to Offline: The Performance Marketing Standard

by **Jonathan Treiber**

It's time to think about affiliate marketing in a whole new way... as a tool to drive in-store sales. In today's omni-channel commerce environment, with consumers shopping both online and in store, it is critical to affiliate marketing campaign success to allow consumers to redeem digital offers at their convenience.

Whether that's online or in-store, publishers need to be able to attribute every dollar spent after the campaign has ended. Taking an omni-channel approach to offer architecture boosts incremental revenue and allows marketers to track and attribute online-to-offline consumer engagement.

As marketing budgets increasingly shift to digital, connecting those "digital dollars" to offline revenue is a hot topic for brand marketers looking to make a strong business case for their budget allocation. Taking a holistic approach to performance marketing helps marketers expand and quantify total return on their investment.

By enabling attribution of online and in-store sales via a printable or mobile-enabled offer, through to the specific SKU-level purchase, marketers have a better view of how to maximize media spend by broadening the potential of the program.

Traditional online-only affiliate marketing has historically been a successful channel for producing consistent revenue for retailers and brands. Adding an in-store component, however, has been shown to produce incremental revenue.

Based on recent ebay enterprise (formerly Pepperjam Exchange) insights from a national apparel retailer, adding an in-store component to an existing online affiliate program not only added tens of millions of dollars in incremental revenue from the in-store piece, but boosted the online affiliate program performance by 12 percent year over year.

From the in-store program alone, the client saw 73 percent of clicked ads result in a printed coupon, producing an average of $15 in revenue per click.

The boost in incremental revenue to the online program, paired with the strong performance of the in-store component, shows the added strength omni-channel marketing strategies bring to advertisers' performance marketing programs.

Additionally, the in-store engagement point also boosts interaction with publisher sites, which boosts incremental revenues and earnings per click for publishers running in-store offers.

If you're still skeptical, consider this. The addition of an in-store component to an online affiliate marketing program allows advertisers to track the previously elusive impact of the 89 percent of consumers who research products online and then largely go in-store to buy.

When consumers are incentivized with a coupon discount, they are more likely to go in store and use the discount, and their online-to-offline action is quantifiable.

Tracking online engagement through to an in-store purchase gives marketers valuable consumer insights and quantifies the impact of the in-store shopper, additionally enabling advertisers to target offers and provide redemption flexibility to consumers.

As consumers adopt omni-channel attitudes and behaviors, marketers need to apply omni-channel strategies to optimize performance, attribution and bottom-line impact. [FF]

Jonathan is CEO of RevTrax. ‹‹

Unlocking the Value of Coupon Affiliates

by **Jillian McGary**

Not long ago, positive year-over-year affiliate revenue numbers provoked approving nods from around the conference room. "Get top spots on some of the big coupon sites and you'll be golden," I heard in the hallway.

Today, merchants pull down codes, commission rates are scrutinized and advertisers are leery of coupon affiliates. So, what happened? Are coupon sites suddenly bad for merchants?

Inquiring affiliate managers with better internal and network analytics are uncovering patterns in attribution that lead them to question the incremental value of some affiliate sales. However, before we start slashing commissions and expiring publishers, we need to understand the whole landscape.

Research Confirms the Value of Coupons

More than 50% of U.S. Internet users (92.5 million) say they plan to use online coupons this year, according to eMarketer.com, and 74% of these online coupon shoppers say they search multiple coupon sources each and every week. Consumers who earn $100,000 or more per year represent the biggest percentage of online coupon consumers.

The vast majority of consumers (88%) who visit coupon sites say that coupons "close the deal" when they are undecided on a purchase, according to a 2011 report conducted by Forrester Research on behalf of WhaleShark Media.

Start From Within

Many brands have a coupon box within their checkout—inviting consumers to leave in search of a coupon. Before cracking down on coupon affiliates, consider testing this coupon box. What happens if the box is hidden?

What coupons do your competitors offer? Are there certain products that can't support a price cut? Perhaps adding exclusions or lowering the discount may allow your codes to stay profitable.

Understand Traffic from Coupon Sites

Some large coupon sites may have only a few minutes between the click and the sale – suggesting consumers got a coupon code during the purchase process. Other coupon publishers may have a delay between click and sale – suggesting greater incremental value.

Publishers using paid search, social media, newsletters or blogs to promote their sites may reach consumers earlier in the buying process. Compare the data on publishers appearing on page one in natural search for keywords such as "[Your Brand] coupon" versus "Shoe coupon."

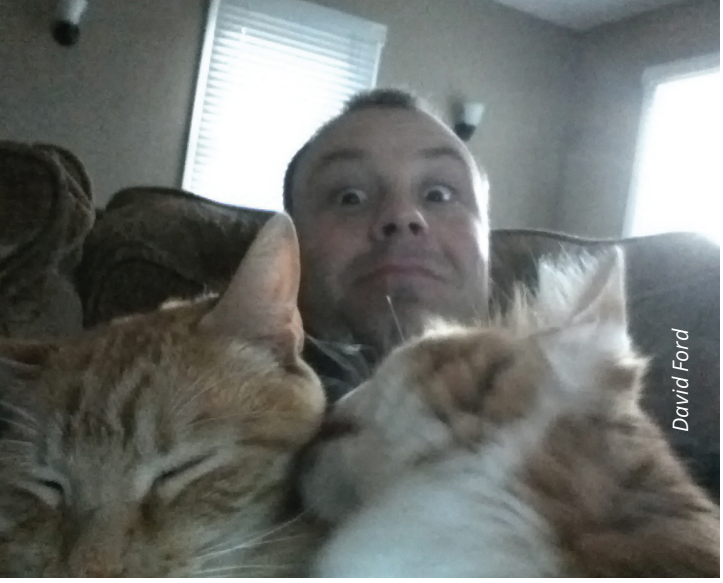
Perhaps it makes sense to increase commission or offer a vanity code for certain coupon publishers in exchange for category and newsletter placements to improve brand awareness.

Case Study for Merchant Focused on Incremental Sales

To meet one client's goals, we recommended and implemented attribution tracking. This technology allows merchants to create specific rules for awarding commissions. For example, if an affiliate's click occurred less than 5 minutes before the sale conversion, they are awarded 0% commission.

Since implementing click stream, revenue increased 150% and cost per sale decreased more than 30%, saving as much as $3,000 per month for the advertiser. This solution allowed the merchant to realize the sales benefit of coupon publishers while only paying for incremental sales. [FF]

›› *Jillian McGary is a Senior Affiliate Manager at Schaaf-PartnerCentric.*


David Ford

Attracting High Quality Affiliates

by **David Ford**

Starting an affiliate program is relatively easy, but getting affiliates to actually promote it can be challenging. Why do some affiliate programs thrive while others never get off the ground?

Affiliates have certain criteria they look at when picking merchants or products to promote. Every affiliate is unique, but in general, affiliates are looking for specific information.

Why should they promote your offer? Talking about how great your product is or why it's the next big thing is OK, but don't spend too much time on this.

Affiliates look at a large number of potential offers and have heard this a million times before. What they really want to know is how well your offer converts, how much affiliates are making promoting your offer, and what types of traffic it works well on.

Affiliates don't care how awesome you think your product is, or how it's manufactured. Instead, offer specific information about how other affiliates are having success promoting it.

For example, telling potential affiliates your offer is doing great on display traffic is going to demonstrate your offer is potentially as good as you say it is. Affiliates are motivated by knowing other affiliates are having success promoting something.

What are your payment terms? Again here, affiliates want specifics. When does your program pay out? What is the commission percentage or amount? How are payments made? Is there any minimum payout?

This area is a bit of a balancing act. You want to offer attractive terms to the affiliate, but only so far as it makes financial sense for you. For example, if you're offering a commission structure that sounds low to the affiliate, explain why.

The affiliate will be more likely to work with you once you explain why, and you'll gain their trust by showing you understand their concern.

All this information is great for your website or for talking to affiliates at trade shows, but what about finding affiliates outside of those areas? Remembering that affiliates like specifics, there are a few great ways to attract new affiliates that are very underused.

Guest posting or being featured on industry blogs is a great way to get attention, but most people go about it the wrong way. Typically, you'll see a post that covers how great the offer is and why you should promote it. Unfortunately, that does nothing to make you stand out from any other offer that does the same thing.

Instead, try posting a case study showing a campaign you ran promoting your offer. This shows affiliates that you know what you're doing, your product converts, and also gives them an idea to get started.

You can do the same idea on forums or in podcasts and even give a free talk at an affiliate meet up. Posting helpful tips or advice on your own blog is another great way to connect with affiliates.

Giving affiliates specific information and showing examples will go a long way towards attracting quality affiliates. [FF]

David Ford is the Owner and Founder of Aff Playbook. ‹‹

Networking for Introverts at Affiliate Summit

by **Shawn Collins**

Shawn Collins

Hello, my name is Shawn and I'm an introvert. I've been going to conferences for about 15 years. I was aware right away that they weren't the sort of environment I preferred, since a main objective is to constantly strike up conversations with strangers to network.

That just wasn't in my nature. I was used to lots of labels for me, like shy, quiet, reserved. Then I came across a whole new label that never occurred to me before... introvert.

Somebody on Facebook mentioned the book, "Quiet: The Power of Introverts in a World That Can't Stop Talking" by Susan Cain, and I was curious, so I ordered it.

I was fascinated at how spot on the description of an introvert fit me. Cain defines introverts as those who prefer less stimulating environments and tend to enjoy quiet concentration, listen more than they talk, and think before they speak.

And I know I'm not alone with this at conferences, as Cain states that one third to half of Americans are believed to be introverts.

So, here are some strategies I've employed over the years to make networking easier for me.

1. **Pre-network.** There are lots of opportunities to reach out to fellow attendees in advance of a conference, such as a group on Facebook created for attendees, following the hashtag on Twitter, using the app for the event, and reaching out to speakers (they're on the site months before the conference).
2. **Be prepared.** Set up meetings in advance. Practice your elevator speech. Have questions ready to ask when chatting with new people, and be a good listener.
3. **Start with a smile.** You don't have to be the one that breaks the ice, but you should be approachable. Burying your face in your phone or standing in the corner with your arms folded will guarantee a barrier around you. Just smile. People will walk up and start talking.
4. **Get a conference friend.** With your pre-networking, go and find somebody to be your wingman – it makes it way easier to meet people. And if it is your first time attending Affiliate Summit, we've got a Newcomers Program where attendees can get matched up with conference veterans to help them navigate the conference. Do this!
5. **Just be there.** It can be tempting to decide you're backed up on work and then camp out in your hotel room. Don't do that. Be with people as much as possible. Take some breaks away to recharge, but not too many.
6. **Become a speaker.** I don't like speaking, either. I still get nervous. But it's great exposure, plus it results in people seeking you out.

Come on out and network in your way, introverts. Try these strategies to make Affiliate Summit the most productive time it can be for you. [FF]

›› *Shawn is a Co-founder of Affiliate Summit and Co-Editor-in-Chief of FeedFront Magazine and you can follow him @affiliatetip on Twitter.*

Travis Jacobson

Crossing the Affiliate Marketing Divide

by **Travis Jacobson**

The lead-gen side of affiliate marketing has been like a long lost distant cousin to me. Affiliate Summit always reminded me of an awkward family reunion, where both sides of the family would be there, but there was never any reason to really talk or get to know the other side.

At the start of April I found myself making a career move that would require me to leave the comforts of the outsourced program manager (OPM) family and jump feet first into the lead-gen side of affiliate marketing. At first it was as strange as marrying a cousin, but with time I have come to realize both sides of the family have more in common than I thought.

Selling leads and placing my offer is very different than focusing on increasing sales as an outsourced program manager. I came on board expecting a very steep learning curve and a radical change to the way I would work with affiliates.

However, I have found that there are a lot of similarities between both sides.

While the language is different and there are several acronyms that I am still getting used to, the end goal remains the same. Affiliates want to be treated fairly and deliver quality traffic that will make them a valuable asset to any affiliate program.

As an affiliate manager it is my responsibility to make sure that affiliates have the assets they need to be successful. It does not matter if affiliates are providing leads, or promoting a product.

If affiliates don't have the right tools they will not be successful. It is up to affiliate managers to make sure they have the correct tools.

Working with affiliates to drive sales is very similar to generating leads. Quality placements for banners and text links, in addition to valuable content, help to generate success through affiliate sites.

Recruiting is a lot more stressful in that it can go south very quickly if the affiliate decided to go rogue with our offer.

I like to start with a 100 lead test, which is a lot of money to commit to an unproven affiliate. In the OPM world the affiliates can test the program, but affiliates are only paid when a valid sale is made so it helps eliminate a lot of the risk.

Whether I am managing an ecommerce affiliate program, or a lead-gen program I am still recruiting the best affiliates I can find and working to develop long-term relationships with them that are profitable for both parties.

I need to provide them with the tools they need to be successful, and affiliates know they need to send quality traffic to keep their allocation.

I have found that the long lost cousin that I used to dread talking with during family reunions is not all that bad. Both sides of affiliate marketing have a lot to offer and it could be very beneficial to get to know the other side during the next reunion. [FF]

Travis Jacobson is the Affiliate Marketing Manager at ClassesandCareers.com. ‹‹

Google Schema Tool Learns About Your Site

Jonathan Goodman

by **Jonathan Goodman**

A couple of years ago the big brains at Google, Yahoo!, and Bing got together, just like they did when they set out to standardize XML sitemaps, but this time their focus was on searcher intent. The result was the creation of Schema.org and the adoption of the W3C Semantic Web Standards.

The Semantic Web seeks to improve search efficiency by focusing on searcher's intent and the context of the word.

I like to use the word 'Apple' as an example to explain the semantic web. While you and I might understand the difference between apple the fruit and apple the company the search engines do not. So, what started as Google's introduction of rich snippets for reviews and people back in 2009, has quickly expanded to include articles, events, products, places and more.

Originally, website owners needed to understand how to code in order to markup these rich snippets. Now with Google's release of Structured Data Markup Highlighter within Webmaster Tools; site owners require zero coding ability to add semantic data to their sites.

Google has made it super-simple to mark up website pages. It's a point and click tool that allows you to define patterns of data without modifying the pages themselves.

The steps are incredibly easy. From within the optimization section of Webmaster Tools, enter the URL of any page from your website. Then select the type of information you're trying to highlight.

Google will offer you the option of either tagging a single page or multiple pages based on the first page. Selecting the multiple pages will activate a screen pop up asking you to create a page set. You can either let Google choose or you can create your own sets. Google moves you through several pages asking you to define elements on the page like author, title, and date of publication.

Depending on the complexity of your site Google should be able to understand where the elements are and what they look like within approximately 5 to 10 pages. If Google has trouble understanding your data, it will provide more and more pages for you to markup.

While this newly marked up data might not become instantly apparent, over time Google is planning to incorporate these elements onto the search page.

Google won't outright say that adding schema data to your website will produce higher rankings, but it stands to reason that a well-structured site, rich in detail and capable of correctly offering more extensive data is more likely to gain ranking within the search results.

In the end, this joint venture between the major search engines benefits all users and in the near future all talk of optimizing for backlinks and keywords will simply go away.

As semantic search becomes more effective and therefore more dominant, user intent will surpass over-optimized, backlinked, keyword focused websites. On that day, the quality of a site's content, as it relates to a specific visitor, will be the only thing producing top search ranking. [FF]

›› *Jonathan Goodman is President of Halyard Consulting and author of The World of Internet Marketing.*

Joris Toonders

API Opportunities Within Affiliate Marketing

by **Joris Toonders**

In the 10 years I have been active in affiliate marketing and internet marketing, I've witnessed many changes in the landscape. Ten years ago, affiliate marketing was not much more than a fantastic playground for smart guys and girls that often had much more (technical) internet expertise than many advertisers.

Because of the way in which most affiliates work, on a performance basis and mostly alone or in small teams, they can act much faster than many other companies. Because of this, they were are able to capitalize on technological advancements and emerging markets in our industry. But, the days of tricks are fading. Many advertisers have invested in knowledge and technology, so affiliates need to provide much more added value than just revenue to keep on track.

In the coming years, one of the biggest growth drivers will be the Application Programming Interface (API) opportunities within affiliate marketing.

If you take a look at many of the big markets that exist on the internet, you will see that comparison websites, review websites and content driven websites are often generating large volumes and revenues.

Many of them started to use API's and data feeds for their content generation, but were just linking their traffic to partner websites.

Because building a brand is more important than ever, Google is looking for more added value. At the same time consumers want everything to go faster and faster. Therefore a logical evolution is that many of these comparison websites are integrating external shopping carts within their own websites.

A great opportunity exists for affiliates that can work on the advertisers brand, create more added value by combining data out of several sources and most importantly, optimize their own RPV (revenue per visitor) by working on conversion optimization, prize optimization and retention strategies for example.

Advertisers are very interested in working with publishers who can use their API, because of the enormous innovation it entails. Many smart affiliates create new apps, websites and tools for specific advertisers, bringing a larger amount of the advertiser's products and services to even more people, on a performance basis.

In my opinion, there are enormous possibilities that API's offer for affiliates, advertisers, networks and agencies however, they will all need to work together towards standardization and knowledge sharing to make it easier.

As an advertiser, think about what could happen when 500 affiliates are building innovative applications by using your API's on a performance basis.

As an affiliate, look to markets where the added value of combining lots of data is greatest, and make sure you step on this train before others do. [FF]

Joris Toonders is the Founder of Yonego, the ROI Driven Internet Marketing agency. ‹‹

Giving Your CTRs a Boost

by **Nicholas Cote**

Nicholas Cote

The affiliate landscape is evolving, as consumers' internet habits are changing, due to the growing popularity of mobile devices.

Ad placements are moving from typical banner positions on a website to things like toolbar, mobile pop-up, and in-content advertising. With new ad types and placements come additional difficulties in maintaining great CTRs (click-through rates).

A solid CTR is essential to any PPC (pay-per-click) campaign, as it reflects how many consumers are viewing your landing page. Some affiliate networks will even reward high CTRs with lower CPCs (cost-per click).

Here are some suggestions to increase your CTRs and help keep you competitive in the space.

Use a Registered Trademark

Branded products provide a sense of comfort and are often more trusted by consumers than non-branded products – it is the reason why we "Google" something or ask for a "Kleenex" when we sneeze.

Using ® or ™, depending on the applicable type of trademark, establishes authority with your advertisement, which will lead to more clicks to your landing page. Of course, the use of registered trademarks requires permission from the trademark owner.

Split-Test Your Creatives/Copies

It's easy to tell someone to select an eye-catching creative and to include a call-to-action in the copy. The important part is to understand that creating a successful campaign isn't as simple as making it and turning it on.

You need to continue to test in order to maximize your campaign's effectiveness. If the option is available to A/B split test, do it. Being able to see how your target audience responds to your advertisement is invaluable.

Utilize Geo-targeting

Incorporating geo-targeting into your campaigns can be a huge CTR booster. One option for geo-targeting is having your ad appear only to users who live in selected locations.

Depending on what offers you're running, CTRs and conversion percentage can be higher for customers in particular areas if the products are more relevant (i.e. auto insurance in states where it is more expensive). This may also save you money on clicks from users who are less likely to purchase your products.

Don't forget that using geo-targeting can lengthen copy and affect character limits enforced by ad networks.

Change Your Copy with the Times

Is your ad pertinent to the here and now? Is there an upcoming holiday or shopping season?

Use relevant seasonal references in your ad's headline or body such as "Black Friday Deals" or "Christmas Blowout". This can be especially helpful if you're already geo-targeting specific locations.

It's one more thing that will make your campaign stand out from others on a site. [FF]

›› *Nicholas Cote is a Senior Campaign Optimization Specialist at Clickbooth.*

Shawn Collins

5 Ways I've Outsourced Work to Fiverr.com

by **Shawn Collins**

I recently presented on 5 Ways I've Outsourced Work to Fiverr at the Affiliate Summit Meetup group in Austin, TX.

There were a few dozen folks that came out for the lunchtime meetup and we had a great conversation about using Fiverr as buyers and sellers.

The five ways I discussed outsourcing to Fiverr were for Kindle stuff, videos, voiceovers, music, and cartoons.

Kindle stuff

I got my kindle book, Extra Money Answer, formatted from Word from a Fiverr gig, as well as the cover for the book.

There were some people willing to format for a flat $5, but I went with somebody who charged by the word count and ended up paying $20 for the formatting job.

I was very pleased with it, as it uploaded without an issue to Amazon.

I got the cover and all of the other projects I'll mention below for $5.

Videos

I've gotten a lot of videos through Fiverr for a variety of events and sites. One that I got recently was to spread the word about Affiliate Summit East 2013.

In addition to getting a video where I wanted to feature the homepage of the Affiliate Summit site, I also used Fiverr for the original music that plays.

Last year, I got a number of videos from Fiverr to promote Affiliate Summit East 2012, including one where a lady rants about why she won't be going to the conference.

Voiceovers

There are lots of options for getting voiceovers created, too, and I've used these for podcast introductions, as well as to narrate short videos.

A recent voiceover I got was for a promo for my Extra Money Answer book. I created the video myself with Video Scribe software.

Music

I've purchased a variety of songs on Fiverr, such as the song used in the Affiliate Summit East 2013 video previously mentioned, and intro music for podcasts.

You can hear a custom country song from Fiverr as the opening to recent episode of the Affiliate Thing podcast.

Cartoons

Fiverr has tons of artists that can create cartoon avatars and all sorts of other items you could use for your company.

I got a Manga avatar recently – Manga is a Japanese genre of cartoons.

I've also gotten caricatures and other cartoon renderings. In addition to being useful for avatars in social media, you could also use this sort of thing for branding on a site, business cards, etc.

One thing to bear in mind when ordering from Fiverr is that you should check out the seller's ratings to be sure they've got satisfied customers.

Also, take a look at how many pending orders they have, because this can impact how quick your purchase will be delivered.

Visit feedfront.com/fiverr to see the examples mentioned in this article. [FF]

Shawn is a Co-founder of Affiliate Summit and Co-Editor-in-Chief of FeedFront Magazine and you can follow him @affiliatetip on Twitter. ‹‹

Cristian Miculi

6 Tips for Accelerating Affiliate Revenue

by Cristian Miculi

You've decided to start promoting your products or services through the affiliate channel. As you've probably guessed, this won't be as easy as pressing a button and saying, *"Wow! My affiliates are generating millions of dollars in sales monthly."*

From a financial perspective, a new affiliate program needs a certain amount of ramp-up time to achieve profitability and justify use of the affiliate channel.

Ramp-up time varies from merchant to merchant. It might take anywhere from a couple of weeks to months.

To accelerate your ramp-up time and generate affiliate profits faster, here are some performance-boosting approaches you should explore:

1. **Create a competitive offer for your affiliate niche.** The 2012 AffStat Report (affstat.com/2012-report) revealed that the top factors affiliates consider when choosing advertisers are commission, merchant reputation, brand awareness and tracking platform.

   Keep these motivators in mind when crafting your affiliate program, and be aware of what your competitors offer in each area. Compensate for any weakness in one area (such as lower brand awareness than Competitor X) by stepping up in another area (providing higher commission rates than Competitor X, for example).
2. **Join an affiliate network that specializes in your niche.** Specialty networks with the right mix of affiliates will jumpstart your sales faster than generic affiliate networks.

   Search for specialized networks online and check out reviews of both affiliates and merchants. Explore the platforms your competitors use for their affiliate programs – this will give you some great ideas for getting started.
3. **Recruit affiliates through an agency or network.** Assistance that provides a positive ROI (return on investment) in the long run is well worth paying for.

   Affiliates are your long-term partners, so when calculating agency ROI, remember that affiliates will continue promoting your products and services even after an agency relationship has ended. When selecting an agency or network, look for stellar references from companies in your niche.
4. **Give your affiliates the resources they need to stand out.** Whether this means eye-catching banners, video testimonials or easy-to-use website widgets, infographics, compelling collateral helps affiliates sell more of your product. Great marketing resources will fuel your affiliates' ability to influence buying decisions.
5. **Use weekly incentives to motivate affiliates.** Don't settle for monthly incentives – weekly bonuses are much more enticing for affiliates.

   Generally, performance bonuses are the best motivators, so offer higher payouts and cash bonuses to your top affiliates. If you've got the budget, you can offer smaller bonuses when affiliates generate their first sale, incentivizing them to work with you.
6. **Localize content for international affiliates.** See where your products and services have the highest sales potential and target affiliates from those countries with localized content, including website landing pages, testimonials, banners, and marketing messages.

   This will go a long way toward building brand awareness and sales internationally.

Ultimately, accelerating the growth of your affiliate channel using these tactics will lead to long-term profits – provided you build your program on a solid foundation and work with reliable partners. [FF]

›› *Cristian helps software vendors and affiliates grow their online sales in the Avangate Affiliate Network.*

Wendy Kam Marcy

Married to Affiliate Marketing

by **Wendy Kam Marcy**

My husband, Geofferson, has been in the industry for 8 years as an affiliate, affiliate manager and a Director of Affiliate Marketing. Getting exposure to this fast and furious industry has brought us unexpected challenges, pitfalls and joys.

I learned valuable lessons that I've applied to my own life and our marriage, and somehow found balance between Google slaps and wearing many hats.

These are some of the things I didn't know I had signed up for when I said "I Do" to an affiliate marketer:

» Living life in IST (Internet Standard Time) means pings at 2am from international affiliates.

» Date nights were interrupted because tracking went down or there was a pixel to be placed.

» Hotels were booked based on who had the fastest internet.

» He was chained to the "golden handcuffs of freedom" (he had freedom but he was also shackled to always being plugged in).

But it wasn't all work - there was some play!

1. I gained a new circle of friends.
2. Vacations were scheduled in or around conferences, so we got to explore different cities.
3. I was exposed to the world of entrepreneurship and discovered success came in many forms.

I learned three lessons from affiliate marketing that I applied to my own life and job:

1. **Failing is ok, really!** Being told "no" was a scary thing, so I stayed in my comfort zone and did things I knew I was good at. Seeing affiliates take all sorts of risks helped me conquer my own fears.

   It boosted my confidence that there are unconventional ways to make money that doesn't involve being in a 9-5 rat race. I had to "unlearn" things, overcome practicality and get over my "what if" fears.

   As a result, I co-founded a women's lifestyle blog in 2010 and now it generates a healthy 5-digit annual side income.
2. **It rekindled my creativity flame.** At work, I drowned in reports and became obsessed with a perfect delivery. Affiliate marketers, on the other hand, run with their ideas (no matter how crazy), and there is a lot of rinsing and repeating before nailing a campaign. The key was to just start doing.
3. **Do things for the right reason and have a long term outlook.** In 2008, I witnessed the boom of the industry and then the shift in 2011. Those who were passionate about their work and focused on sustainable opportunities continued to thrive, while many networks and affiliates failed because they focused on what was working.

I highly recommend exposing your spouse to the world of affiliate marketing.

Consider inviting them to some casual networking during a show like Affiliate Summit or local meetup. They'll get to meet the diverse array of people (including other spouses) and learn the lingo.

The ROI will be more support at home when you are back at the keyboard monitoring those conversions! [FF]

Wendy Kam Marcy has been in marketing for 7 years and currently works at WhatRunsWhere.com. ‹‹

5 Keys to Long-Term Affiliate Success

by **Lauren Doyle**

Lauren Doyle

When I was introduced to affiliate marketing and sales, it was like making it through the labyrinth to find out there was gold in the middle.

I was lucky enough to make it on to CreativeLive with Derek Halpern, and one of my fellow attendees, Matt Kostan, said to me, "yeah, you can have affiliate links where they pay you every month".

Affillywhat?!

Serious?!

I had no idea. I had visions of raking in the bucks just from having links all over my sites. I imagined doing self-made commercials for products while I was at home riding horses all day and swinging my kids around.

Then I really started to pay attention. I realized the online entrepreneurs I really respected didn't have ads on their sites and I couldn't help but wonder, how were they making money?

I was intrigued, excited and have made it a mission to find out everything I can about affiliate marketing and sales.

In my journey so far, I have learned 5 Key principles for long-term success in affiliate marketing and sales:

1. Don't start a niche site unless you are interested in the subject. If you LOVE karate, write about it. But, if karate makes you feel sick, what makes you think you can effectively bring value and sell products that have to do with karate?
2. People want to buy something from someone they trust. Having a blog that has to do with a subject you care about is very helpful for long-term growth and sustainability of your online business.
3. Only sell products you have tried yourself, you believe in and are genuinely related to your website's topic.
4. Do not try to sell. People say they hate to be sold to, so why are you doing it?

   Market your affiliate links through relationship building and providing massive value, without selling at all.
5. If you want to start an affiliate program to sell your products or services, be selective on who gets to do that. Not every affiliate will be right for your brand.

A certain level of elitism is healthy! If you don't respect who wants to sell your stuff, why would you let them sell your stuff?

I keep those 5 key principles in mind every day when I am working on my online businesses.

I hope they will help you too. [FF]

›› *Lauren Doyle is the founder and creator of ClinicHorsemanship.com.*

Robert Glazer

How Affiliate Conversion Rates Prove Affiliate Value

by **Robert Glazer**

A critical aspect of managing a successful affiliate program is understanding how each affiliate promotes the merchant. Conversion rates can be a great tool for analyzing a program's potential issues and growth opportunities.

Let's use the example of a women's apparel merchant with about $10 million in online revenue and a site-wide conversion rate of 2%. Based on this, any random sample of traffic being sent to the site (assuming the sample size is large enough) should convert at around that rate.

Sorting the affiliates by conversion rate might unveil:

1. Traffic from a fashion blog that features a post about the merchant and converts at 2.5%. It's likely that a relatively high percentage of the new traffic is not already familiar with the merchant given its size.

   These users may be more motivated than average because they have just read a relevant post. Returning customers also have a higher chance of buying in this scenario, so a 25% conversion lift over the average seems reasonable.

2. A coupon site in the program is converting at 20%, or ten times the site average. A closer looks shows that the site has posted merchant promo codes on pages optimized for search around the merchant's brand.

   So users coming to the coupon site are much more likely to be searching for the merchant and a deal specifically, which means they have a much higher likelihood of making a purchase anyway. Now the merchant must decide if this activity is creating incremental revenue or higher average order value.

3. A gaming affiliate converting at 0.2%, or one-tenth the site average. Since gaming is typically not relevant to women's apparel, it begs the question, why is this affiliate sending any traffic at all?

   A very low conversion rate combined with this qualitative issue may indicate that this affiliate could be cookie stuffing and should be investigated further.

4. Lastly, two affiliates are converting at 8-9% and do not appear to be coupon sites. There aren't any referring URLs (uniform resource locator) from one site and traffic from the other is coming from a very thin WordPress site. Given the high conversion rate and associated variables, this could indicate trademark PPC (pay-per-click) bidding and merits a closer investigation.

   While conversion rates can be a very useful tool to identify potential red flags, they do not always identify an affiliate's methods.

For example, there are content sites that are highly specialized and convert at a much higher rate than the site average. Toolbar affiliates typically convert around the site average because they are piggybacking on regular traffic, so conversion rates will not flag their activities.

There is no substitute for true analysis, but conversion rates can point managers in the right direction. If you manage an especially large program, these numbers are particularly helpful indicators of where a closer look is warranted. [FF]

Robert Glazer is the founder of Acceleration Partners. ‹‹

Karen McMahon

Working Your Accounts Deep Instead of Wide

by **Karen McMahon**

For a number of years, some advertisers have offered their affiliate programs in multiple affiliate networks. However, managing multiple networks can be costly and time-consuming. So, before making the leap, here are some ways to get more out of the accounts and affiliates you already have.

Traditional sales training teaches you to work your accounts "deep" instead of "wide." In other words, don't fall for "the grass is greener on the other side" adage. Take the time to build strong, deep relationships with your current list of affiliates.

Take a serious look at your top performing affiliates and compare year over year (YOY) sales numbers.

- Have any of the affiliates dropped off your top performers list or dropped lower in the YOY sales rankings? Talk directly to these affiliates to find out what has changed, why, and what will get them to improve their participation.
- Are there any newer affiliates who are trending upward? How can you further reward this behavior?
- Are there top performers in your network who are not signed up with your affiliate program? Extend them an offer in the network, then follow up with a personal email or phone call letting them know you sent them the offer.
- Have network performers signed up with your affiliate program, but are not producing? Contact these affiliates directly and ask them what they need to get started.
- Now dig deeper. Look for promising mid-tier publishers with consistent Earnings Per Click (EPC) statistics and network rankings. Also look for new publishers just getting started. Many are diamonds in the rough and will be very loyal to promoting your brands if you are one of the first to take the time to welcome them into the space.
- Don't forget to use the tools within your affiliate network to recruit further affiliates to your program. Most affiliate networks issue monthly newsletters that feature new publishers, or announce opportunities to work with mid-tier and top performing publishers.

Another way to work your accounts deeper is to diversify the types of affiliates who are driving your revenue. Again, take a look at your top performers. Is your revenue being driven by mostly coupon sites? Then make it a goal to find and incentivize more search or content sites.

Offer search affiliates a suggested list of keywords to get them started. Offer content sites suggested products to talk about.

Do a web search for bloggers and review sites in your niche. Offer them product samples or an exclusive sweepstakes to promote in exchange for reviews or brand exposure in social media.

Diversifying the types of affiliates driving your revenue helps stabilize and mature your accounts. The affiliate channel is always evolving. These changes, such as how search engines return results, can seriously affect affiliate sales.

Having other affiliate models filling in with additional sales helps you ride out changes that are out of your control [FF]

›› *Karen McMahon is "The Affiliate Whisperer" and works as an Affiliate Marketing Strategist.*

Chad Deckard

9 Reasons to Launch Your Own Podcast

by **Chad Deckard**

Podcasting is experiencing incredible growth according to Edison Research. Here are 9 reasons why you should have your own podcast show:

1. **Offers On Demand, Passionate, and Targeted Content.** We spend a portion of every day doing activities that don't involve interacting with others. Maybe you're driving to work, jogging, or any number of things. Let's be honest – the human mind likes to be occupied, and if you're anything like me, then you want to be occupied by content that's suitable to your interests.
2. **It's Free.** When you listen, you're hearing experts dispense advice and insights in what feels like a one-on-one session. Podcast hosts and interviewees give free advice, because they are reaching eager ears, allowing them to become authoritative figures to an audience that is growing to know, like, and trust them.
3. **Accessible From SmartPhones.** Do you know anyone these days who is active in the online world but who doesn't have a smartphone? Stitcher Smart Radio, iTunes, and YouTube allow people to consume streaming online content.
4. **Readily Available on Tablets.** My mother just retired and her single most anticipated passion this summer is to learn her new iPad. I am going to recommend her to a variety of videos and podcasts to demonstrate. The time it will save having to show her myself!
5. **At Your Fingertips.** Thanks to Wi-Fi. Whether we are visiting a relative, restaurant, gym, or flying 35,000 feet above sea level, once we get connected, the sky is the limit.
6. **Provides the Opportunity for an Intimate Connection.** So many people have contacted me with variations of "Chad, although we have not met, I feel as though we are close friends." You have the ability to literally be inside the ears of your listeners. The kind of trust and intimacy that is built over time with this medium creates a strong connection.
7. **Gives Instant Authority and Credibility.** Like most things in life, we are guilty by association. My status has been elevated because of the quality of my guests. The fact that they deem it worthwhile to give me 20 to 30 minutes of their time speaks volumes to my audience.
8. **Affords You a Broad Reach.** After I initially launched my podcast, it had been downloaded and subscribed in 120+ countries. It's incredible to picture listeners in rural towns – in 3rd world countries – downloading my show at the local Internet café to listen to current and past episodes.
9. **Delivers Amazing Statistics and Analytics.** How can you prove you are worth the precious time it takes a busy professional to come on your podcast? You can measure the number of downloads and times someone listens. This is valuable information – numbers that can be used to base solid assumptions to measure from. The same goes for getting potential advertisers. [FF]

Chad Deckard produces the Internet Marketing: PRO podcast and maintains blogs at ChadDeckard.com and EzineGenerator.com. ‹‹

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Shefali Mamak

Private Label Programs Vs. Affiliate Programs

by **Shefali Mamak**

There are many ways to earn your living in the e-commerce world. Among the opportunities are affiliate programs and private label (also known as white label) programs.

Both work conceptually on the principle of joining a network that offers the opportunity to market a product for a commission fee. However, as similar as they are in concept, they differ in structural setup.

Both programs work by driving traffic to merchant websites to promote those merchants' products. With affiliate programs, traffic is driven to the merchant site and the checkout process takes place on the merchant website.

With private label programs, traffic is also driven to a website, but the checkout process or conversion remains on that website. Visitors consequently perceive private label sites as unique, independent sellers with their own brands.

Private label programs are designed with more flexibility to offer price controls via markups and other similar features. For the most part, this doesn't work with the affiliate program business model as the conversion does not take place on an affiliate site.

Affiliate networks function as a third party for affiliate programs, providing objective conversion tracking and analysis through their dashboard reporting. Affiliates may use a merchant site's conversion rate as a success indicator before choosing to join their program.

Analytics and tracking are important aspects of online marketing. Product marketing entails frequent testing in order to identify problems and optimize conversion rates. Analytics and tracking data enables you to do this.

In private label programs, you are able to track the source and the flow of the traffic. You are also able to see the drop rate and conversion metrics in more detail than you can see in affiliate programs.

If you're new to the industry, you might consider starting with affiliate programs, because of the simple and easy solutions that are available.

Most private label programs require a development phase to create a site that is unique. Site owners are encouraged to use their logos, taglines, and keywords to ensure that they are optimized for search engines.

Keep in mind that there are abundant options so take time to carefully evaluate your best fit. [FF]

Shefali Mamak is the Marketing Manager for TicketNetwork® Private Label. ‹‹

The ABC's of Recruitment

by **Kim Salvino**

Kim Salvino

Whether you are a seasoned affiliate manager or just stepping into the role, affiliate recruitment is an important part of your program's success.

I have used the ABC process to assist me in finding niche partners that make a natural fit for programs in a variety of sectors, including travel, finance and retail.

Here's hoping this method helps you locate new partners that produce the bottom line revenue growth you're after.

A –ANALYTICS

If you have analytics installed on your web site, you should be able to easily locate and examine a report of referring traffic. Taking the time to evaluate sites that are already linking to you is time well spent, as these sites are already aware of your brand.

Also, since they are already sending traffic your way, those site visitors have a confirmed interest in you. While not all sites that refer traffic will be a fit as an affiliate, this is a great tip that could land you niche affiliate partners you hadn't previously considered.

B – BASE OFFER

Affiliates will perform research on your program prior to accepting your invite, so be sure that your base offer is an attractive one. Items included in a base offer are the payout, cookie duration and number of recurring events.

Recruiting affiliates will be next to impossible if your competitors are paying twice as much, offering a longer cookie duration, and are paying on unlimited recurring sales. It is highly encouraged to offer a motivator to assist with activation. Consider offering a link placement bonus and a first or fifth sale bonus and be sure to mention it in your recruitment efforts.

C - COMMUNICATION

Your recruitment solicitations must be compelling and well written.

Proofread your message prior to sending. Use bullet points to outline the value propositions of your affiliate program. Include all of your communication channels, so that a potential partner can reach you.

Recruitment takes effort and enthusiasm. Incorporating the ABC method should assist you in adding polish to your offer and seeing results. [FF]

›› *Kim Salvino is Director of Publisher Development for Chateau 20.*

Debbie Bookstaber

Don't SPAM Your Affiliates: CRM Done Right

by **Debbie Bookstaber**

You've probably heard the term FOMO, which stands for the fear of missing out. Well, I have FOME, which I define as "fear of missing emails."

I've found some treasures buried amongst the tidal wave of junk in the inbox for my blog, Mamanista.com; free trips, offers to review expensive products, as well as news releases or expired coupons that my readers would have loved. FOME causes me a lot of stress.

Prospective clients often contact me looking for PR, blogger outreach, or affiliate management. They all want the same thing— to stand out in a competitive market— yet their communication strategy often consists of sending newsletters and email blasts.

Even with compelling offers on great products, these emails get lost. In short, they are wasting resources on emails with dismal open and click thru rates. Here are some tips for effective outreach campaigns.

Prioritize Your Inbox First

If you want to increase your response rates, start by prioritizing your own inbox. Familiarize yourself with the techniques used by top bloggers to identify relevant emails (see feedfront.com/email-help for a helpful summary).

I've utilized Gmail's inbox management features like a power-user and even paid for 3rd-party services such as sanebox.com. These inbox management tools weed out irrelevant updates.

They also help me understand how others perceive the emails I send and to follow the golden rule by emailing as I would like to be emailed.

Are You A Trusted Contact?

I prioritize emails based on my relationships. If you consistently send me relevant offers, you become a trusted contact. I may even give you another email address to use. Top bloggers and affiliates often have several emails, which they use for filtering and prioritizing communications.

Using CRM to Increase Open Rates and Campaign Success

Maintaining and continually improving the quality of your database should be a priority. We developed a custom CRM, which we use to carefully segment and target outreach lists. By tracking open and click-thru rates by campaign as well as responding to feedback from contacts, we refine our targeting.

As we carefully track preferences for contacts, we are able to target our outreach more effectively and to develop trusted relationships. In some cases, this means graduating beyond email to text or Facebook messages at the request of a contact. The response rate is nearly 100% for this personalized contact, and these relationships grow stronger over time.

If you can afford it, it is worthwhile to invest in a CRM (customer relationship management) system like SugarCRM, or its competitors. If you have access to a skilled developer, you can use open-source software to create a CRM tailored to your needs or to build a custom app for an existing CRM, such as Salesforce.

If you are on a tight budget, don't let perfect be the enemy of good. At a minimum, use Excel or Google Docs to store contact information and to track response rates to emails sent using low-cost or free email management tools such as MailChimp. [FF]

Debbie Bookstaber is the President of ElementAssociates.com, a digital marketing agency based in Philadelphia. ‹‹

The Importance of Placing and Testing Pixels

by **Bryant Hussey**

Affiliate conversion tracking is conceivably the most important aspect of running a successful affiliate program and can "make or break" your business.

Accurate tracking will help your company grow, while keeping your publishers happy. No advertiser wants to pay for an action unless it was actually delivered to them and all publishers want to be paid for what they have earned.

You will be unable to scale your business if you, or your affiliates, cannot accurately measure the profitability of media buys because of tracking issues.

An advertiser who cannot properly track conversion will quickly build a negative reputation in the affiliate space. Why would a publisher even consider risking their own dollars running an offer that doesn't correctly track?

Knowing how to monitor and optimize your websites' conversion funnel by using pixels is a critical part of being an advertiser.

A pixel is an object that is embedded in a webpage and is usually invisible to the user but lets you know a user has viewed a certain webpage.

One of the most popular methods of conversion tracking is a process that typically involves placing small 1x1 images on specific pages which will let know when visitors load that page. There are even a number of programs that can actually automate the pixel placement and tracking process for you.

Once "coded" on the desired web pages, pixels track when clicks and conversions occur. They also aid in creating CPA (Cost Per Action) and ROI (Return on Investment) metrics which can help dictate campaign strategy.

If you are already using analytics tools, appending them with tracking pixels can also be immensely beneficial. Depending on the technical requirements for conversion tracking of your offer(s), some pixels may be more complicated than others as you may want to capture additional transaction information.

When installing pixels, keep in mind that this may be easier for someone with tech"know how." Just because pixels are placed, does not mean they were placed properly.

As a rule of thumb, always run tests using the appropriate testing links and check for the conversion tracking pixel in the source code. Additionally, make sure to verify with all parties that the pixels properly fired and the desired action actually tracked.

Build a process for properly placing and testing pixels. Do this the right way and you will see just how powerful the pixel is to your business. [FF]

›› *Bryant Hussey is the Director of Online Marketing for Atlantic Coast Media Group.*

5 Benefits of Responsive Web Design

by **Rehan Zaidi**

If you've been paying attention to your website analytics over the last few years, you've likely noticed a significant increase in traffic from mobile devices, such as smartphones and tablets.

According to comScore's "State of the U.S. Online Retail Economy, Q1 2013" report, mobile sales reached $5.9 billion in Q1 2013, accounting for 11% of the overall total. This percentage number is expected to grow.

An increasingly popular approach to addressing mobile traffic is to use a Responsive Web Design methodology. Responsive designs "respond" to or resize and adapt themselves to a wide range of screen resolutions, allowing a common user experience across multiple devices.

This approach has benefits for users, marketers, developers, and the business's bottom line.

Seamless User Experience

Rather than designing separate sites for the variety of screen resolutions hitting your website, a responsive design can target all of them and deliver a user experience that customers will be familiar with as they change devices.

Users who bookmark a site with an app, like Pocket, Instapaper or Pinboard, will automatically see a similar design later on another device. And, if they share the URL on social media sites, a single URL will benefit both mobile and desktop users.

SEO & PPC Benefits

Google's help page on "Building Smartphone-Optimized Websites" recommends a responsive web design above other approaches. They suggest that a single URL helps Google assign indexing properties for the content, load time is reduced because no redirection is needed, and it saves resources for your site and Google's crawlers. These can certainly help your site rank higher in the search results.

Now that Google AdWords has moved everyone to "enhanced campaigns", targeting of devices does not differentiate between desktop and tablet users. A responsive web design can cater to the tablets with the same landing page as for desktops, making PPC campaign management easier.

Simplified Analytics and Reporting

A single URL for a responsive website means that there is a single set of analytics to examine and report. The consolidated reports can make it easier to analyze conversion paths and funnels to figure out where improvements need to be made.

Common Code Base

As many software developers will tell you, less is better. A responsive web design is implemented with a single set of source code, which means any changes can be made in just one place and seen by all visitors to the site. The simplified development process can reduce the costs and time to update the website.

Higher Conversion Rates

For most us, what really matters is how well our website converts. By using responsive web design to increase the focus on smartphone and tablet users while still addressing desktop users, the overall conversion rate for your site will likely increase. Your share of the mobile pie awaits! [FF]

Rehan Zaidi is an affiliate and PPC consultant at Abacus Search Marketing. ‹‹

Running Your Contest on a Shoestring Budget

by **Corey Post**

Corey Post

Whether you're an affiliate or a merchant, contests are a great way to engage your users and promote your brand. By following the steps below, you'll be able to quickly launch your contest and keep your costs manageable.

Define Contest Goals

Goals can include user data, traffic, sales and content submission. I prefer content submission, which is a great way to engage readers.

For example, if you're selling camera lenses, you might ask readers to upload an original nature panoramic for the chance to win camera gear.

Entry Qualifiers

Your entry qualifiers will often mirror your goals. If you have a need for user-generated content, you might require users to submit original photos or essays to enter the contest.

If you need user data, consider asking the entrant's name and email address.

Prizes

Next are the prizes, which will affect submission quantity and budget. For example, if you offer a product in high demand, like a tablet, you'll most likely see a lot of entries.

A good rule is to offer prizes related to your business so users more closely associate the contest with your company. If you're selling an app, you could offer an iPad with your app pre-installed.

Choosing a Winner

You could use votes, random drawing, or handpick the winner yourself. Or use "celebrity" judges, which can serve as a promotional mechanism.

Find someone, for example, with a large Twitter following in your space and ask them to share your contest with their followers.

Promotion

If you're trying to keep costs low, avoid paid media. Rather, make a list of press, industry-relevant bloggers, forums, social channels and contest directories for outreach and promotion after contest launch. Of course, leverage your company blog and email list, if available, as well.

Budget

Figure out the cost of an average contest and use these numbers to guide you. Here are some figures to get you started.

- Prize - You can go as inexpensive as a t-shirt (~$10) or as high as a tech gadget like a tablet (~$300); or you might simply offer your product to the winner.
- Press release - Release written in-house (free) or by a freelance writer (~$40); distribution on a PR service (~$350 for one release) or save with a subscription plan.
- Blog article announcing the contest - Written in-house (free) or by a freelance content writer (~$30).
- Facebook page for the contest - Developed in-house (free).
- Contest administration (reviewing submissions, contacting winner, etc.) - Managed in-house (free).
- Celebrity judges - Barter for services or hourly for their time.

By planning your steps in advance and managing your expenses, you'll be able to launch a contest that will not only drive awareness for your company, but also provide an exciting experience for your users. [FF]

›› *Corey is the VP of Marketing for Shoeboxed.com.*

Wade Tonkin

A Shout Out to Affiliate Summit First-Timers

by **Wade Tonkin**

I want to welcome all of the first time attendees to Affiliate Summit. This event has meant so much to me both personally and professionally over the last ten years.

I'm really excited to be giving back by serving as the Emcee for Affiliate Summit East 2013.

Whether this is your first Affiliate Summit, or your fifteenth, I would encourage you to make the most of the opportunities that the conference presents by focusing on building new relationships and using the "face time" we have here to maintain and grow existing ones.

Before Affiliate Summit came to be, I was lucky enough to cross paths with Todd Farmer at Kowabunga Technologies. I hadn't met Todd in person, and had only spent an hour on the phone with him. He showed some faith in me and agreed to cover my costs to join his team on the Affiliate Force cruise.

I was blown away at the opportunity to go to a conference where I could meet the people who had literally written almost every book or article I had read on the business.

I have to admit I was geeking out at the opportunity. I was pleasantly surprised with how approachable my industry heroes like Shawn Collins and Declan Dunn were. I consider both good friends to this day.

In 2003, Shawn and Missy launched Affiliate Summit and really elevated the conference from a "booze cruise" into a top notch industry conference. The relationships built from attending Affiliate Summit have factored into nearly every job or entrepreneurial opportunity in my career since.

Working for ForgeBusiness gave me the opportunity to travel to South Africa and London. A faith-based networking event opened the doors to a job launching a start-up network. I met my future business partners Joel and Karen Garcia and launched our own company.

Playing in a poker tournament at Affiliate Summit in Las Vegas, I met Jason Rubacky, who referred me to my current position at Fanatics.

A few of the contacts I've made through Affiliate Summit have become an extended family. We hang out together in and out of industry events; watch out for each other in the business and share opportunities.

So here's my challenge to you, First-Timer:

» Push yourself out of your comfort zone.

» Make it your goal to meet new people, build new business relationships and friendships and learn as much as you can.

» Take advantage of every networking opportunity you can, including the coffee line, lunch, the time between sessions, and parties.

» Join the Newcomers Program and learn the ropes from a seasoned veteran. Do your best to make a good first impression and to represent yourself and your business well.

» If there is someone you'd like to meet, reach out before the conference and set up a meeting, or don't be afraid to walk up and introduce yourself.

The relationships you build will open doors for years to come. [FF]

Wade Tonkin is the Affiliate Manager at Fanatics and Emcee for Affiliate Summit East 2013. ‹‹

Post Google Affiliate Network: Compliance Issues

by **Kipling Holland**

If your company was affected by Google Affiliate Network's (GAN) closure, then by now you have likely made the decision to join another network or to take your program in-house.

When it comes to network compliance, one of many important factors that hopefully went into your evaluation, you should consider the following to help ensure your new affiliates are complying with your policies.

If you haven't done so already, I strongly recommend downloading your historical reports from GAN as soon as you can. GAN will support these requests until October 31, 2013, at which point they are shutting down all entity operations, per the GAN blog.

To generate any sort of meaningful progress report of your new network, it's important to have a solid baseline understanding of the typical sales and conversion data of your former GAN affiliates.

Once you know how your affiliates historically performed, you'll be better able to spot irregularities and potential misconduct with your new crop of publishers.

In general, but especially during this network transition period, any affiliate with accelerated activity is worth checking out. For instance, if you see an affiliate's sales jump from 5 units to 90 units overnight, their methods are definitely worth a closer look.

In this scenario, go investigate their website and don't hesitate to call your affiliates. I recommend getting them on the phone and asking pointed questions about how they are generating sales.

They should be able to give you specifics rather than some sort of "marketing magic" explanation. It is certainly likely that they are using legitimate means of generation, but also quite possible that they are doing something dodgy.

The conversion rates of your new affiliates are also important. Using your historical GAN data, you should be able to determine an average conversion rate. Any affiliate converting at a rate noticeably above or below this average merits extra attention.

Conversion rates above your historical average can indicate trademark bidding, which is especially costly because your affiliates are capitalizing on traffic that should be coming your way organically or through your own paid search campaigns.

To the opposite effect, below average conversion rates can indicate cookie-stuffing—lots of click-through traffic resulting in few sales or leads.

GAN had a very strict stance against software affiliates, but not every network operates the same way. It would be beneficial to familiarize yourself with your network's policy towards software affiliates and to spend some time understanding how your new affiliates' software actually operates (if applicable).

There is an inherent level of uncertainty when starting up with a new network. It takes time for you and your new affiliates to learn how to efficiently drive traffic using the new network's tools.

During this time there will likely be some irregular trends in performance and sales, but if you watch for these easy-to-spot metrics, you may be able to identify affiliate misconduct during and after the transition period. [FF]

›› *Kipling is the Director of Business Development at BrandVerity.*

5 Practical Ways to Increase Affiliate Conversion

by **Geno Prussakov**

Over 90% of affiliate programs convert below their industry average, according to my research and experience. If we take coupon affiliates, as well as various violators, out of the mix, I have also found that very few B2C affiliate programs will show conversion of 1.5% or higher.

The best place for merchants to start improving is to stop blaming affiliates, and see what they themself, as advertisers or affiliate managers, are doing to facilitate conversions. Not only are affiliates responsible for referring targeted visitors, but we, as advertisers, are also equally responsible for ensuring maximum possible performance of that traffic.

Here are just a few ways in which you can optimize the conversion of affiliate-referred traffic:

1. Go Leak Free

Ensure that nothing on your website (or landing page) may lead the affiliate-referred visitor to an action for which the affiliate will not get credit. Remove AdSense units; links to other merchants; links to your stores on platforms where you cannot pay commission; track phone calls and live chat transactions; and stay away from linking to affiliate sites.

2. Deep-Link to Dedicated Pages

While fewer than 30% of merchants do this, in my experience, targeted campaign-specific landing pages are a commonsense technique for increasing conversions. Do not drive all of the affiliate-referred traffic on your homepage. With visitors who respond to specific campaigns, serve them pages that reinforce the offer, providing any necessary explanations and embodying strong calls to action.

3. Experiment with Co-Branding

Per Affiliate Window, co-branded landing pages result in a three- to four-fold increase in conversions. Rakuten LinkShare, on the other hand, quotes a 66.45% conversion increase, nearly 44% revenue boost, and 132% difference in new customers acquired. Create these to (i) connect aligning your brand with the publisher's brand, (ii) convince via compelling offers, exclusive promos, and a sense of urgency, and (iii) convert by auto-applying a discount, and making it easy for the transaction to complete.

4. Optimize Creative Inventory

Tweak your creatives based on your own successes, as well as competitive intelligence. Provide affiliates not only with banners (that cover the common sizes), but also with text links to important products and categories, data feeds, and video ads too. Did you know that when a video is incorporated into an ad, the dwell rate increases 29%, while the conversion rate increases 45%? Also offer dynamic creatives, which change on the affiliate sites as soon as you update them on your end.

5. Provide Marketing Calendar

For your affiliates to align their marketing plans with yours, put together a marketing calendar which will inform them of the important dates (e.g. when to expect specific creatives, sample copy, promos, etc). Make sure you stick to it, streamlining the marketing process for everyone.

Conversion optimization of affiliate traffic is one of the most frequently overlooked, but altogether one of the most powerful ways to improve performance of an affiliate program. So what are you waiting for? [FF]

Prussakov runs AM Navigator OPM agency, chairs Affiliate Management Days conference, speaks, writes, blogs, consults. ‹‹

Day 0

Saturday, August 17

Early Check-in

Location: Registration Area – Broad Street Registration & Atrium
Time: 4:00pm – 8:00pm

Come by Saturday evening to pick up your badge and attendee bag so you can enter immediately at noon on Sunday when the show opens!

Day 1

Sunday, August 18

Booth Setup

Location: Exhibit Hall Space – Terrace Ballroom III & IV
Exhibitor Move In: 8:00am – 6:00pm

Check-in

Location: Registration Area – Broad Street Registration & Atrium
Time: 8:00am – 6:00pm

First Timers Orientation for Affiliate Summit

Location: 121ABC (Level 100)
Time: 10:00am – 10:45am

Advice for people attending the Affiliate Summit conference for the first time.

Experience level: *Beginner*
Target audience: *Affiliate/Publisher, Merchant/ Advertiser, Network*
Niche/vertical: *Networking*

» Shawn Collins, Co-founder, Affiliate Summit (Twitter @affiliatetip)

(This Session is Open to all Pass Holders)

How to Choose an Affiliate Program & Make Money

Session 1a
Location: 121ABC (Level 100)
Time: 11:00am-12:00pm

Learn to choose between affiliate programs & determine which has the best chance at making money for your site. We'll cover expected loss, program evaluation and site sales paths.

Experience level: *Intermediate*
Target audience: *Affiliate/Publisher*
Niche/vertical: *Affiliate Programs*

» Adam Riemer, President, Adam Riemer Marketing, LLC. (Twitter @rollerblader)

(This Session is Open to Networking Plus, VIP, and All Access Pass Holders Only)

Creating Authority Blogs and Passive Monthly Income

Session 1b
Location: 122AB (Level 100)
Time: 11:00am-12:00pm

99% of blogs fail. Three top bloggers and online marketers will share their tips, tricks and secrets to creating authority blogs that make real money, and show you how to do the same.

Experience level: *Intermediate*
Target audience: *Affiliate/Publisher*
Niche/vertical: *Blogging*

» Syed Balkhi, Founder, WPBeginner.com (Twitter @wpbeginner) (Moderator)

» John Chow, Titles Are For Wimps, John Chow dot Com (Twitter @johnchow)

» Zac Johnson, President/CEO, MoneyReign Inc (Twitter @moneyreign)

» John Rampton, Editor, Search Engine Journal (Twitter @JohnRampton)

(This Session is Open to Networking Plus, VIP, and All Access Pass Holders Only)

Growing a Mature Affiliate Program

Session 1c
Location: 126A (Level 100)
Time: 11:00am-12:00pm

Mature affiliate programs require different strategies to achieve ever increasing goals. Learn some new ideas from some old pros to take a well-established program from great to even greater.

Experience level: *Advanced*
Target audience: *Merchant/Advertiser*
Niche/vertical: *Affiliate Management*

» Jeannine Crooks, Account Manager, Affiliate Window (Twitter @Jeannine_Crooks) (Moderator)

» Mike Allen, Chief Executive Shopper, Shopping-Bargains (Twitter @mta1)

» Rick Gardiner, CEO, iAffiliate Management (Twitter @rickgardiner)

» John LoBrutto, Director of Affiliate Partnerships, 1&1 Internet, Inc (Twitter @1and1affiliate)

(This Session is Open to Networking Plus, VIP, and All Access Pass Holders Only)

Optimizing Affiliate Marketing Campaigns Using Mobile

Session 1d
Location: 125 (Level 100)
Time: 11:00am-12:00pm

Harness the mobile revolution. Learn how to garner $0.01 clicks, create ads that work and much more this session will provide the insight needed to succeed in the mobile affiliate marketing space.

Experience level: *Beginner*
Target audience: *Affiliate/Publisher*
Niche/vertical: *Mobile*

» Jason Ciancette, President, Liquid Wireless (Twitter @cianchette)

(This Session is Open to Networking Plus, VIP, and All Access Pass Holders Only)

Meet Market

Location: Terrace Ballroom I & II
Time: 12:00pm – 6:00pm
Exhibitor Move In: 9:00am – 12:00pm

Affiliate Summit kicks off with an extended session of structured, face to face networking. Merchants will have tables set to meet with affiliates to discuss their affiliate programs and cut deals. Vendors that cater to affiliates and merchants will also have tables to share information about their products and services. Each table is a meeting spot for teaching, learning, closing deals, creating partnerships and finding new opportunities.

Blogger Room

Location: 123 (Level 100)
Time: 12:00pm – 6:00pm

The Blogger's Lounge is an area reserved for credentialed bloggers/press to grab some desk space, blog, interview, relax and network. Heather Smith will be the BlogMistress of the Affiliate Summit Blogger's Lounge, where she'll be acting as liaison between Affiliate Summit and the press and bloggers attending the show.

» Heather Smith, Blogger, Beautiful British Columbia (Twitter @heatherinbc)

How to Implement a Comprehensive Online Marketing Strategy

Session 2a
Location: 121ABC (Level 100)
Time: 12:30pm-1:30pm

I will be discuss several ways to implement a comprehensive online marketing strategy for any website, affiliate or merchant, with practical examples of each.

Experience level: *Intermediate*
Target audience: *Affiliate/Publisher, Merchant/Advertiser*
Niche/vertical: *Strategy*

» Evan Weber, CEO, Experience Advertising (Twitter @experienceads)

(This Session is Open to VIP and All Access Pass Holders Only)

Does Your Program Have the Juice?

Session 2b
Location: 122AB (Level 100)
Time: 12:30pm-1:30pm

Live review programs to identify strengths and weaknesses. Merchants will learn what affiliates are looking for and affiliates will learn how to find the right merchants.

Experience level: *Intermediate*
Target audience: *Merchant/Advertiser*
Niche/vertical: *Merchant Reviews*

» Greg Hoffman, President, Greg Hoffman Consulting (Twitter @akagorilla) (Moderator)

» Leyla Arsan, Digital Strategist, Zeno Group (Twitter @Leyla_a)

» Mike Buechele, Owner, Adalytical (Twitter @mikebuechele)

» James Thompson, Co-Founder, Passive Metrics (Twitter @jtgraphic)

(This Session is Open to VIP and All Access Pass Holders Only)

CFTC Liability for Affiliates – No, That is Not a Typo

Session 2c
Location: 126A (Level 100)
Time: 12:30pm-1:30pm

Discussion of liability for affiliates and merchants in binary options space. Discussion of recent cease and desist letters and trending enforcement tactics against the industry.

Experience level: *Beginner*
Target audience: *Affiliate/Publisher*
Niche/vertical: *Legal*

» Jeff Ifrah, Founding Member, Ifrah PLLC (Twitter @jifrah)

(This Session is Open to VIP and All Access Pass Holders Only)

Mobile Click to Call: Quantity or Quality

Session 2d
Location: 125 (Level 100)
Time: 12:30pm-1:30pm

Mobile Click-to-Call is a growing segment in the performance and affiliate space. We'll examine how you can balance quantity and quality of calls in generating large revenue streams.

Experience level: *Intermediate*
Target audience: *Affiliate/Publisher*
Niche/vertical: *Mobile*

» Brett Kaufman, VP of Mobile, Double Positive (Twitter @brettmkaufman)

(This Session is Open to VIP and All Access Pass Holders Only)

VIP & All Access Snack Break

Location: Broad Street Registration & Atrium Area
Time: 1:00pm – 3:00pm

(This Session is Open to VIP and All Access Pass Holders with Snack Tickets Only)

How and Why to Use Video in Your Marketing Strategy

Session 3a
Location: 121ABC (Level 100)
Time: 2:00pm-3:00pm

We'll explore why you should be using video and more importantly how to most effectively implement your video strategy across your various marketing channels.

Experience level: *Intermediate*
Target audience: *Affiliate/Publisher*
Niche/vertical: *Video*

» Hillel Scheinfeld, COO / Co-Founder, Viewbix (Twitter @hschein)

(This Session is Open to VIP and All Access Pass Holders Only)

The FTC Called and Said Your Landing Page Sucks!

Session 3b
Location: 122AB (Level 100)
Time: 2:00pm-3:00pm

Review of landing pages for compliance with laws and regulations including discussion of advertiser expectations and tips on how to build a compliant page that still converts.

Experience level: *Intermediate*
Target audience: *Affiliate/Publisher*
Niche/vertical: *Compliance*

» Amber Paul, VP, Business Development, GlobalWide Media (Twitter @ambspaul) (Moderator)

» Sarah de Diego, Attorney, De Diego Law

» Aaron Kelly, Lawyer, Kelly/Warner, PLLC (Twitter @aaronklaw)

» Blaine LaBron, Director of Strategic Accounts, One Technologies, LP (Twitter @blainelabron)

» CJ Montgomery, Attorney at Law, Wheeler, Montgomery, Sleight & Boyd PLLC

(This Session is Open to VIP and All Access Pass Holders Only)

Effectively Managing Organic Campaigns for Small Businesses

Session 3c
Location: 126A (Level 100)
Time: 2:00pm-3:00pm

This session will cover everything you need to know about how to get the most out of an organic SEO campaign, geared towards the project manager in a small firm.

Experience level: *Intermediate*
Target audience: *Affiliate/Publisher, Merchant/Advertiser, Network*
Niche/vertical: *SEO*

» Patrick Coombe, CEO, Elite Strategies (Twitter @delraybeachseo)

(This Session is Open to VIP and All Access Pass Holders Only)

How To Properly Communicate With Your Affiliates Using Email

Session 3d
Location: 125 (Level 100)
Time: 2:00pm-3:00pm

Learn best practices and powerful strategies on how to properly communicate with and activate your affiliate base. View real life examples of good, bad, and ugly welcome and recruitment emails.

Experience level: *Intermediate*
Target audience: *Merchant/Advertiser*
Niche/vertical: *Communication*

» Chad Waite, Marketing Manager, AvantLink.com (Twitter @ChadW8)

(This Session is Open to VIP and All Access Pass Holders Only)

ALWAYS BET ON **RED**

Real Traffic. Real Quality. Real Results. 50 ON RED

Social Media Time Management Best Practices

Session 4a
Location: 121ABC (Level 100)
Time: 3:30pm-3:48pm

How and where to best spend anywhere from 10 minutes a day to a full time position managing your social media presence.

Experience level: *Beginner*
Target audience: *Affiliate/Publisher*
Niche/vertical: *Social Media*

» Shannon Vogel, Owner, The Be Scene (Twitter @thebescene)

(This Session is Open to VIP and All Access Pass Holders Only)

POF.com as a Traffic Source & the Best Ways to Get ROI

Session 4b
Location: 122AB (Level 100)
Time: 3:30pm-3:48pm

I will be going over ways to maximize ROI on advertising on POF.com. I will cover basically everything from A to Z (what ads work, targeting tips, landing page tips, offers to choose).

Experience level: *Intermediate*
Target audience: *Affiliate/Publisher*
Niche/vertical: *Advertising ROI*

» Benjamin Louie, Senior Account Manager, POF.com (Twitter @benpof)

(This Session is Open to VIP and All Access Pass Holders Only)

How to: Design for Scalability

Session 4c
Location: 126A (Level 100)
Time: 3:30pm-3:48pm

Simple, actionable, rapid-fire tips on how to outsource, delegate, and even leverage the resources of crowds to scale your campaigns, business and workflow.

Experience level: *Beginner*
Target audience: *Affiliate/Publisher*
Niche/vertical: *Scalability*

» Amanda Orson, Managing Partner, Lacuna Group LLC (Twitter @phillian)

(This Session is Open to VIP and All Access Pass Holders Only)

Enforcement Trends in 2013

Session 4d
Location: 125 (Level 100)
Time: 3:30pm-3:48pm

A brief overview of the marketing practices and behaviors that regulatory agencies have been (and will be) targeting in 2013.

Experience level: *Intermediate*
Target audience: *Affiliate/Publisher, Merchant/Advertiser, Network*
Niche/vertical: *Legal*

» David Graff, General Counsel, 50onRED (Twitter @50onRed)

(This Session is Open to VIP and All Access Pass Holders Only)

Opening Remarks & Elevator Pitches

Location: 121ABC (Level 100)
Time: 4:30pm-5:30pm

Step up on stage to let the crowd know what you're looking for (leads, affiliates, certain types of affiliate program).

» Wade Tonkin, Affiliate Manager – League Stores, Fanatics (Twitter @affile8warrior)

(This Session is Open to Networking Plus, VIP, and All Access Pass Holders Only)

Affiliate Summit Newcomer Program Meetup

Location: 124 (Level 100)
Time: 6:30pm – 7:30pm

(Open to all attendees enrolled in the Affiliate Summit Newcomer Program)

Day 2

Monday, August 19

Buffet Breakfast

Location: Terrace Ballroom I & II
Time: 9:00am-10:00am

(Breakfast is Open to VIP and All Access Pass Holders with Breakfast Tickets Only)

Coffee Service

Location: Terrace Ballroom I & II
Time: 10:00am-12:30pm and 2:00pm-6:00pm

Check-in

Location: Registration Area – Broad Street Registration & Atrium
Time: 7:30am – 5:00pm

Blogger Room

Location: 123 (Level 100)
Time: 8:30am – 6:00pm

The Blogger's Lounge is an area reserved for credentialed bloggers/press to grab some desk space, blog, interview, relax and network. Heather Smith will be the BlogMistress of the Affiliate Summit Blogger's Lounge, where she'll be acting as liaison between Affiliate Summit and the press and bloggers attending the show.

» Heather Smith, Blogger, Beautiful British Columbia (Twitter @heatherinbc)

Exhibit Hall

Location: Exhibit Hall Space – Terrace Ballroom
Time: 10:00am – 5:00pm

(Exhibitors may set up beginning at 9:00am.)

Opening Remarks & Keynote

Location: 120ABC (Level 100)
Time: 9:45am – 10:45am

» Wade Tonkin, Affiliate Manager – League Stores, Fanatics (Twitter @affile8warrior)

» Dr. Randal Pinkett, Founder, Chairman and CEO , BCT Partners (Twitter @randalpinkett)

(This Session is Open to All Pass Holders)

Affiliate Marketing Newbie Lab

Time: 11:00am - 12:00pm
Location: Networking Rounds in the rear of Terrace Ballroom III & IV

The Affiliate Marketing Newbie Lab provides you direct access to experienced affiliate marketers that can answer any questions that you may have. Get the needed information you need to improve your affiliate marketing skills. Help is provided on a first-come, first-served basis.

Exhibit Hall

Location: Terrace Ballroom (III & IV)
Time: 10:00am – 5:00pm

(Exhibitors may set up beginning at 9:00am.)

It's Not Just List Size, But What You DO With It

Session 5a
Location: 121ABC (Level 100)
Time: 11:30am-12:30pm

Reality check: With email and social, size doesn't guarantee success. To really drive results, you need awesome content. Learn how to get it and use it to increase your list size and sales.

Experience level: *Intermediate*
Target audience: *Affiliate/Publisher*
Niche/vertical: *Content*

» Hunter Boyle, Sr Business Development Mgr, AWeber (Twitter @hunterboyle)

(This Session is Open to Networking Plus, VIP, and All Access Pass Holders Only)

10 Tips to Make the Most of Your Affiliate Management Day

Session 5b
Location: 122AB (Level 100)
Time: 11:30am-12:30pm

Three highly successful affiliate managers with diverse management styles will share their strategies to get the most out of the day. Learn tips to set your accounts apart from the competition.

Experience level: *Intermediate*
Target audience: *Merchant/Advertiser*
Niche/vertical: *Affiliate Management*

» Karen McMahon, Affiliate Marketing Strategist, The Affiliate Whisperer (Twitter @Aff_Whisperer) (Moderator)

» Amy Ely, Ecommerce Acquisition Manager, Under Armour (Twitter @aely)

» Kim Salvino, Director of Publisher Development, Chateau 20 (Twitter @kim_Salvino)

(This Session is Open to Networking Plus, VIP, and All Access Pass Holders Only)

Fighting Affiliate Fraud From All Angles

Session 5c
Location: 126A (Level 100)
Time: 11:30am-12:30pm

Learn how merchants, CPA networks and affiliates can all work to minimize fraudulent transactions and keep programs profitable. Examples, data and tips from a range of programs and niches.

Experience level: *Intermediate*
Target audience: *Merchant/Advertiser*
Niche/vertical: *Fraud*

» Tricia Meyer, Owner, Sunshine Rewards (Twitter @sunshinetricia) (Moderator)

» Michael Esposito, Affiliate Manager, Costume SuperCenter (Twitter @mjesposito13)

» Samantha Murphy, Co-Founder and CEO, Marathon Ads, LLC (Twitter @MarathonAds)

(This Session is Open to Networking Plus, VIP, and All Access Pass Holders Only)

Strategies for Implementing/Tracking a Multi-Channel Program

Session 5d
Location: 125 (Level 100)
Time: 11:30am-12:30pm

Case study including a Fortune 500 advertiser, advanced tracking network and OPM. Details planning, tracking implementation and results of a fully integrated, performance marketing program.

Experience level: *Intermediate*
Target audience: *Affiliate/Publisher*
Niche/vertical: *Multi-Channel*

» Adam Glazer, Managing Partner, Partner Commerce (Twitter @adamglazer) (Moderator)

» Todd Crawford, Co-Founder, Impact Radius (Twitter @toddcrawford)

» Jay Engelmayer, VP Marketing & Business Development, GlassesUSA.com

(This Session is Open to Networking Plus, VIP, and All Access Pass Holders Only)

Luncheon

Location: Terrace Ballroom I & II
Time: 12:30pm-1:45pm

(Lunch is Open to VIP and All Access Pass Holders With Lunch Tickets Only)

Affiliate Marketing Newbie Lab

Time: 2:00pm-3:00pm
Location: Networking Rounds in the rear of Terrace Ballroom III & IV

The Affiliate Marketing Newbie Lab provides you direct access to experienced affiliate marketers that can answer any questions that you may have. Get the needed information you need to improve your affiliate marketing skills. Help is provided on a first-come, first-served basis.

Personal vs. Professional Marketing: What's the Right Mix?

Session 6a
Location: 121ABC (Level 100)
Time: 2:00pm-3:00pm

Savvy customers choose companies with whom they connect personally. We'll discuss content and social media strategies to give your business the personality to gain new customers and enhance loyalty.

Experience level: *Intermediate*
Target audience: *Merchants and Affiliates*
Niche/vertical: *Marketing*

» Ashley Coombe, Social Media Consultant, Shuffling Madness Media (Twitter @ashleybcoombe) (Moderator)

» Scott Jangro, President, Shareist.com (Twitter @jangro)

» Melissa Salas, Sr Director of Marketing, Swiss Watch International (Twitter @melissadsalas)

» Nathan Smith, President, Zynali Marketing Solutions (Twitter @CoffeeNate)

(This Session is Open to VIP and All Access Pass Holders Only)

How Top Brands Ensure Affiliate Revenue is Incremental

Session 6b
Location: 122AB (Level 100)
Time: 2:00pm-3:00pm

Successful affiliate programs create incremental revenue and don't cannibalize other channels. Presenters will show case studies of how top merchants focus on quality affiliates who enhance the brand.

Experience level: *Intermediate*
Target audience: *Merchant/Advertiser*
Niche/vertical: *Attribution*

» Robert Glazer, Managing Director, Acceleration Partners (Twitter @accelerationpar) (Moderator)

» Wesley Brandi, Founder, iPensatori

» David Naffziger, CEO, BrandVerity (Twitter @davenaff)

(This Session is Open to VIP and All Access Pass Holders Only)

Creating Mass Audiences, How to Reach 30 Million People!

Session 6c
Location: 126A (Level 100)
Time: 2:00pm-3:00pm

How to drive 30 million people to your ideas, products and services by building your own mass audience, through the power of collaboration, mass media and partnerships. You can do this too.

Experience level: *Intermediate*
Target audience: *Affiliate/Publisher*
Niche/vertical: *Traffic*

» Ken McArthur, President, McArthur Business Systems, Inc. (Twitter @KenMcArthur)

(This Session is Open to VIP and All Access Pass Holders Only)

Affiliate Program Performance – a Shared Responsibility

Session 6d
Location: 125 (Level 100)
Time: 2:00pm-3:00pm

Stop blaming the affiliate channel for not working, of working poorly, for you. Look at what you are doing to facilitate better conversions! Attend this session for practical "how to" knowledge.

Experience level: *Intermediate*
Target audience: *Merchant/Advertiser*
Niche/vertical: *Affiliate Management*

» Geno Prussakov, Founder & CEO, AM Navigator LLC (Twitter @ePrussakov)

(This Session is Open to VIP and All Access Pass Holders Only)

WordPress Bootcamp: Create Highly Converting WordPress Sites

Session 7a
Location: 121ABC (Level 100)
Time: 3:30pm-4:30pm

Enjoy a soup-to-nuts guide on creating conversion optimized sites using WordPress. We'll explore the plugins, tools and tricks you need to create a best-practice, highly converting WordPress website.

Experience level: *Beginner*
Target audience: *Affiliate/Publisher*
Niche/vertical: *WordPress*

» Ben Metcalfe, Founder, WP Engine (Twitter @wpengine)

» David Vogelpohl, CEO, Marketing Clique (Twitter @davidvmc)

(This Session is Open to VIP and All Access Pass Holders Only)

Ways To Make Money You Are Not Using...Yet (+ Cute Cat Pics)

Session 7b
Location: 122AB (Level 100)
Time: 3:30pm-4:30pm

Geared toward publishers and merchants alike, this expert panel will discuss monetization alternates such as pay-per-call, CPC, in text, display, data, and more.

Experience level: *Beginner*
Target audience: *Affiliate/Publisher*
Niche/vertical: *Monetization*

» Don Batsford, Jr., Partner, 31 Media (Twitter @batsford) (Moderator)

» Eva Klein, VP, Client Development, RingRevenue (Twitter @evaklein)

» David Lewis, Director, Publisher, Shopzilla (Twitter @thedavidlewis)

» Buck Smith, VP of Sales & Business Development, Skimlinks, Inc. (Twitter @skimlinks)

(This Session is Open to VIP and All Access Pass Holders Only)

Maximizing Performance by Having the Best Processes

Session 7c
Location: 126A (Level 100)
Time: 3:30pm-4:30pm

Affiliate campaigns need to have the best tracking and reporting, and consistently deliver account growth. In an environment of continual evolution we discuss the best practices for success.

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Experience level: *Intermediate*
Target audience: *Merchant/Advertiser*
Niche/vertical: *Affiliate Management*

» Steve Brown, Chief Executive, Linkdex (Twitter @linkdex) (Moderator)

» Charles Calabrese, VP of Operations, Performance Horizon (Twitter @tweetPHG)

» Chris Graham, COO, Digital Net Agency, Inc.

» Erik Hom, Sr. Director, Business Development, Wize Commerce (Twitter @Route53)

(This Session is Open to VIP and All Access Pass Holders Only)

Advertisers: How to Start in Mobile Marketing

Session 7d
Location: 125 (Level 100)
Time: 3:30pm-4:30pm

Start capitalizing on mobile traffic. Discover strategies on how to mobilize your offers and track across various mobile traffic types including email, SMS, display, push, and more.

Experience level: *Intermediate*
Target audience: *Merchant/Advertiser*
Niche/vertical: *Mobile*

» Alex Tsatkin, CEO/Founder, MobAff (Twitter @mobaff)

(This Session is Open to VIP and All Access Pass Holders Only)

Schema: The Future of Affiliate Marketing

Session 8a
Location: 121ABC (Level 100)
Time: 4:40pm-4:58pm

The next step in search is schema, a semantic markup code that is radically changing how sites are understood by the engines. Affiliates implementing schema see improved ranking and conversions.

Experience level: *Intermediate*
Target audience: *Affiliate/Publisher*
Niche/vertical: *Search Engine Marketing*

» Jonathan Goodman, President, Halyard Consulting (Twitter @halyardconsult)

(This Session is Open to VIP and All Access Pass Holders Only)

What Makes a Successful Affiliate?

Session 8b
Location: 122AB (Level 100)
Time: 4:40pm-4:58pm

Why do some affiliates seem to find success quickly, while others struggle? Learn the mistakes to avoid, and what you should be focusing your affiliate efforts on.

Experience level: *Beginner*
Target audience: *Affiliate/Publisher*
Niche/vertical: *Affiliate Marketing*

» David Ford, Owner, Aff Playbook (Twitter @davidford13)

(This Session is Open to VIP and All Access Pass Holders Only)

Launch a EMEA Affiliate Program (Why It's Invaluable)

Session 8c
Location: 126A (Level 100)
Time: 4:40pm-4:58pm

Helping merchants understand the potential barriers with EMEA (Europe, the Middle East and Africa) affiliates and how to over come those barriers when starting an EMEA affiliate program.

Experience level: *Intermediate*
Target audience: *Merchant/Advertiser*
Niche/vertical: *Europe, the Middle East and Africa*

» K.C. Motamedy, Marketing Services Manager, cleverbridge (Twitter @kcmotamedy)

(This Session is Open to VIP and All Access Pass Holders Only)

How to Use Contests to Get User-Generated Content

Session 8d
Location: 125 (Level 100)
Time: 4:40pm-4:58pm

Learn, step by step, to use contests to generate free user generated content and build your editorial site. I'll use case studies and specific examples to help you launch your contest program.

Experience level: *Intermediate*
Target audience: *Merchant/Advertiser*
Niche/vertical: *User Generated Content*

» Corey Post, Vice President, Marketing, Shoeboxed Inc. (Twitter @coreypost)

(This Session is Open to VIP and All Access Pass Holders Only)

Ask the Experts

Location: Terrace Ballroom I & II
Time: 5:00 pm-6:00pm

(This Session is Open to All Pass Holders)

Ask the Experts will be an opportunity for merchants, networks and affiliates to ask questions about various specialties and issues.

Hand picked experts will handle topics in their specialty, and conduct chats, answer questions and share opinions during this networking and education session.

» Affiliate Management for Ma, Pa and the Corporate Beginner: Greg Hoffman, President, Greg Hoffman Consulting (Twitter @akagorilla)

» Affiliate Program Compliance: Strategies for Managing Risk: David Naffziger, CEO, BrandVerity (Twitter @davenaff)

» Affiliate Recruitment Tips and Techniques: Mike Nunez, CEO, AffiliateManager.com (Twitter @MikeNunez)

» Affiliate Theft & Recruiting Value Adding Partners: Adam Riemer, President, Adam Riemer Marketing, LLC. (Twitter @rollerblader)

» All Things Geeky: Technical Troubleshooting and Advice: James Thompson, Co-Founder, Passive Metrics (Twitter @jtgraphic)

» Are Your Creatives Compliant?: Sarah de Diego, Attorney, De Diego Law

» Best Practices for Managing B2B Affiliate Programs: Adam Glazer, Managing Partner, Partner Commerce (Twitter @adamglazer)

» Choosing Affiliate Tracking Solutions: Todd Crawford, Co-Founder, Impact Radius (Twitter @toddcrawford)

» Differences Between the US & Other Countries: Jeannine Crooks, Account Manager, Affiliate Window (Twitter @Jeannine_Crooks)

» Email List Building, Engagement & Content Tips: Hunter Boyle, Sr Business Development Mgr, AWeber (Twitter @hunterboyle)

» FTC's New ".com Disclosures" and Other Compliance Topics: Bill Rothbard, Attorney, Law Offices of William I. Rothbard

» Getting It Right: Developing New Programs & Emerging Markets: John LoBrutto, Director of Affiliate Partnerships, 1&1 Internet, Inc (Twitter @1and1affiliate)

» Leveraging the Link Economy to Maximize Earnings: Oliver Deighton, Vice President, Marketing, VigLink (Twitter @VigLink)

» Paid Traffic: Maximize Gains, Minimize Losses and Scale!: Benjamin Louie, Senior Account Manager, POF.com (Twitter @benpof)

» Performance Marketing in Emerging Markets – Africa: Jonathan Miller, CEO, Forge Media (Twitter @jonathanatforge)

» Search Ranking: Gaining The Semantic Advantage: Jonathan Goodman, President, Halyard Consulting (Twitter @halyardconsult)

» SEO for Affiliate Marketers: Rae Hoffman, CEO, PushFire (Twitter @sugarrae)

» Smart Marketing Through Free or Cheap Data Tools: Chris Graham, COO, Digital Net Agency, Inc.

» Tips for Advertisers on Recruiting and Managing Bloggers: Debbie Bookstaber, Owner, Element Associates (Twitter @buzzmommy)

» Your User Generated Content Strategy on Steroids: Corey Post, Vice President, Marketing, Shoeboxed Inc. (Twitter @coreypost)

Tuesday, August 20

Day 3

Buffet Breakfast

Location: Terrace Ballroom I & II
Time: 9:00am-10:00am

(Breakfast is Open to VIP and All Access Pass Holders with Breakfast Tickets Only)

Coffee Service

Location: Terrace Ballroom I & II
Time: 10:00am-12:30pm and 2:00pm-4:00pm

Check-in

Location: Registration Area – Broad Street Registration & Atrium
Time: 8:00am – 3:00pm

Blogger Room

Location: 123 (Level 100)
Time: 8:30am – 4:00pm

The Blogger's Lounge is an area reserved for credentialed bloggers/press to grab some desk space, blog, interview, relax and network. Heather Smith will be the BlogMistress of the Affiliate Summit Blogger's Lounge, where she'll be acting as liaison between Affiliate Summit and the press and bloggers attending the show.

» Heather Smith, Blogger, Beautiful British Columbia (Twitter @heatherinbc)

Exhibit Hall

Location: Terrace Ballroom III & IV
Time: 10:00am – 4:00pm

(Exhibitors may set up beginning at 9:00am.)

Opening Remarks & Keynote

Location: 120ABC (Level 100)
Time: 10:00am – 11:15am

» Wade Tonkin, Affiliate Manager – League Stores, Fanatics (Twitter @affile8warrior)

» Wil Reynolds, Founder, SEER Interactive (Twitter @wilreynolds)

(This Session is Open to All Pass Holders)

Affiliate Marketing Newbie Lab

Time: 11:00am - 12:00pm
Location: Networking Rounds in the rear of Terrace Ballroom III & IV

The Affiliate Marketing Newbie Lab provides you direct access to experienced affiliate marketers that can answer any questions that you may have. Get the needed information you need to improve your affiliate marketing skills. Help is provided on a first-come, first-served basis.

Steering The Affiliate Ship During A Sea Change

Session 9a
Location: 121ABC (Level 100)
Time: 11:30am-12:30pm

Actionable insights for exploring the industry's shifting tides: selecting partners to keep a ship running smoothly, exploring uncharted waters of mobile and social, navigating with tools & analytics.

Experience level: *Intermediate*
Target audience: *Affiliate/Publisher*
Niche/vertical: *Trends*

» Brian Marcus, Director, Global eBay Partner Network, eBay, Inc. (Twitter @eBayPartnerNet)

(This Session is Open to Networking Plus, VIP, and All Access Pass Holders Only)

Payments as a Service

Session 9b
Location: 122AB (Level 100)
Time: 11:30am-12:30pm

Overview of main challenges affiliate networks face in attracting quality affiliates/publishers (taxation, regulation, etc.) and the latest tools for secure and cost-effective international payments.

Experience level: *Advanced*
Target audience: *Network*
Niche/vertical: *Payments*

» Scott Galit, CEO, Payoneer Inc. (Twitter @Payoneer)

(This Session is Open to Networking Plus, VIP, and All Access Pass Holders Only)

Making the Most of Working From Home

Session 9c
Location: 126A (Level 100)
Time: 11:30am-12:30pm

Whether you're new to working from home or considering the change, Shannon, Sabrina and Karen will help you avoid the pitfalls with tips and techniques to increase your productivity and happiness.

Experience level: *Beginner*
Target audience: *Affiliate/Publisher*
Niche/vertical: *Productivity*

» Shannon Weidemann, Owner, Marketingelf (Twitter @marketingelf) (Moderator)

» Karen Garcia, CEO, GTO Management (Twitter @gtoman)

» Sabrina Malone, President, WorkingMom.com (Twitter @sabrinaomalone)

(This Session is Open to Networking Plus, VIP, and All Access Pass Holders Only)

Offer Real Entertainment! Browser and Mobile Games in Focus

Session 9d
Location: 125 (Level 100)
Time: 11:30am-12:30pm

Browser games are taking over the world of online entertainment. Gaming campaigns can enable monetization of web and mobile inventory on CPL basis. It's one product for users all over the world.

Experience level: *Intermediate*
Target audience: *Affiliate/Publisher*
Niche/vertical: *Games*

» Alicja Borucinska, Publisher Manager, TrafficCaptain GmbH (Twitter @TrafficCaptain)

(This Session is Open to Networking Plus, VIP, and All Access Pass Holders Only)

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Luncheon

Location: Terrace Ballroom I & II
Time: 12:30pm-1:45pm

(Lunch is Open to VIP and All Access Pass Holders With Lunch Tickets Only)

Affiliate Marketing Newbie Lab

Time: 2:00pm-3:00pm
Location: Networking Rounds in the rear of Terrace Ballroom III & IV

The Affiliate Marketing Newbie Lab provides you direct access to experienced affiliate marketers that can answer any questions that you may have. Get the needed information you need to improve your affiliate marketing skills. Help is provided on a first-come, first-served basis.

Networking Pub Crawl

Location: Terrace Ballroom III & IV
Time: 2:00pm-4:00pm

Refer to your Pub Crawl map of participating sponsors and visit each one for great networking opportunities and of course, free beer.

How to Find, Recruit and Work with European Affiliates

Session 10a
Location: 121ABC (Level 100)
Time: 2:00pm-3:00pm

Find out how you can sell your products / services in Europe by leveraging the affiliate channel. See regional approaches and best strategies to target local affiliates.

Experience level: *Beginner*
Target audience: *Merchant/Advertiser*
Niche/vertical: *Europe*

» Andra Ioana, Affiliate Network Manager, Avangate (Twitter @avangate)

(This Session is Open to VIP and All Access Pass Holders Only)

Email Evolved: Compliance and Deliverability

Session 10b
Location: 122AB (Level 100)
Time: 2:00pm-3:00pm

Compliance doesn't end with CAN-SPAM. With inbox access more challenging than ever, learn about the increasing importance of compliance on deliverability.

Experience level: *Intermediate*
Target audience: *Merchant/Advertiser*
Niche/vertical: *Compliance*

» Peter Wilson, CEO, LashBack, LLC (Twitter @LashBackLLC)

(This Session is Open to VIP and All Access Pass Holders Only)

Detecting and Fighting Brand Skimming in Paid Advertising

Session 10c
Location: 126A (Level 100)
Time: 2:00pm-3:00pm

Brand keyword bidding on merchant terms is more sophisticated than ever. We discuss how to detect, correct and fight this revenue and brand damage. Real Life examples with examples of free/paid tools.

Experience level: *Advanced*
Target audience: *Merchant/Advertiser*
Niche/vertical: *Paid Search Marketing*

» Michael Smith, Founder, Brand PPC (Twitter @mikesmithweb)

(This Session is Open to VIP and All Access Pass Holders Only)

The Regulators are Taking Aim: Are You a Target?

Session 10d
Location: 125 (Level 100)
Time: 2:00pm-3:00pm

Update on the increasing set of issues affecting affiliates and networks that FTC and State AGs are looking at. Not just spam, but "astroturfing," data privacy, "review-fraud," and targeting of kids.

Experience level: *Intermediate*
Target audience: *Merchant/Advertiser*
Niche/vertical: *Compliance*

» Ken Dreifach, Counsel, ZwillGen, PLLC (Twitter @zwillgenpllc)

(This Session is Open to VIP and All Access Pass Holders Only)

Affiliate Marketing Scams: Deceptive Tactics to Good Ethics

Session 11a
Location: 121ABC (Level 100)
Time: 3:10pm-3:28pm

Rather than isolate ourselves from unscrupulous affiliates, this session will examine their more effective, yet deceptive, tactics and show how to transform them into ethical, impactful strategies.

Experience level: *Intermediate*
Target audience: *Affiliate/Publisher*
Niche/vertical: *Strategy*

» Duane Zoscin, Digital Traffic Manager, Beyond.com (Twitter @DuaneZoscin)

(This Session is Open to VIP and All Access Pass Holders Only)

How to Integrate Affiliate Marketing and PR Strategy

Session 11b
Location: 122AB (Level 100)
Time: 3:10pm-3:28pm

Integrating affiliate marketing with PR and blogger outreach increases conversion and brand awareness. Learn why and how to integrate these channels in this session and leave with practical takeaways.

Experience level: *Advanced*
Target audience: *Merchant/Advertiser*
Niche/vertical: *Strategy*

» Debbie Bookstaber, Owner, Element Associates (Twitter @buzzmommy)

(This Session is Open to VIP and All Access Pass Holders Only)

Get it Done: Leverage Neuroscience to Do More, Faster

Session 11c
Location: 126A (Level 100)
Time: 3:10pm-3:28pm

You are an individual, so why approach work like the herd? Use neuroscience and psychological principles to optimize your productivity. In this 18 minutes you will upgrade your efficiency to implement what you've learned at ASE.

Experience level: *Beginner*
Target audience: *Affiliate/Publisher, Merchant/Advertiser, Network*
Niche/vertical: *Neuroscience*

» Julie Gurner, Doctor of Clinical Psychology, DrGurner.com (Twitter @drgurner)

(This Session is Open to VIP and All Access Pass Holders Only)

Best Practices with Yahoo's Partner Network

Session 11d
Location: 125 (Level 100)
Time: 3:10pm-3:28pm

Come learn more about Yahoo's large Search Affiliate Network and best practices on how to better monetize your site, including creative ways to optimize your mobile traffic.

Experience level: *Intermediate*
Target audience: *Affiliate/Publisher, Merchant/Advertiser, Network*
Niche/vertical: *Search Engine Marketing*

» Lindsay Johnson, Center of Revenue Lead, Yahoo

(This Session is Open to VIP and All Access Pass Holders Only)

Closing Keynote: 11 Things My Son Taught Me About Life and Business

Location: 120ABC (Level 100)
Time: 3:30pm-4:30pm

Rae Hoffman lost her son, CJ, in November 2012. He was 15. But he has had a forever impact on who she is as a person and an entrepreneur. Hear some of the lessons he taught her about life and business – and how attitude combined with affiliate marketing changed both of their lives.

» Wade Tonkin, Affiliate Manager – League Stores, Fanatics (Twitter @affile8warrior)

» Rae Hoffman, CEO, PushFire (Twitter @sugarrae)

(This Session is Open to All Pass Holders)

Keynote Bio: **Dr. Randal Pinkett**

Dr. Randal Pinkett has established himself as an entrepreneur, speaker, author and scholar, and as a leading voice for his generation in business and technology. He is the founder, chairman and CEO of his fifth venture, BCT Partners, a multimillion-dollar management consulting and information technology solutions firm headquartered in Newark, NJ.

Dr. Pinkett has received numerous awards for business and technology excellence including the Information Technology Senior Management Forum's Beacon Award, the National Society of Black Engineers' Entrepreneur of the Year Award, and the National Urban League's Business Excellence Award. He has been featured on nationally televised programs such as The Today Show, Live with Kelly and Michael, Nightline and CNN. In 2009, he was named to New Jersey Governor Jon Corzine's official shortlist as a potential running mate for Lieutenant Governor of New Jersey.

Dr. Pinkett is the author of Campus CEO: The Student Entrepreneur's Guide to Launching a Multimillion-Dollar Business and No-Money Down CEO: How to Start Your Dream Business with Little or No Cash and co-author of Black Faces in White Places: 10 Game-Changing Strategies to Achieve Success and Find Greatness, which was named one of "The Best Books of 2010." He holds five degrees including: a B.S. in Electrical Engineering from Rutgers University, where he competed as a high jumper, long jumper, and captain of the men's track and field team; a M.S. in Computer Science from the University of Oxford in England; and a M.S. in Electrical Engineering, MBA, and Ph.D. from MIT. Most notably, he was the first and only African-American to receive the prestigious Rhodes Scholarship at Rutgers University and was the winner of NBC's hit reality television show, "The Apprentice", with Donald Trump.

Born in Philadelphia and raised in New Jersey, Dr. Pinkett is a proud member of Alpha Phi Alpha Fraternity, Incorporated and attends First Baptist Church in Somerset, NJ, where he resides. He is happily married to his wife, Zahara, and they are both proud parents of their daughter and two sons. Dr. Pinkett firmly believes that "for those to whom much is given, much is expected," so throughout his endeavors, he places great emphasis on his desire to give back to the community. [FF]

Keynote Bio: **Wil Reynolds**

Over the past 13 years, Wil Reynolds has dedicated himself to doing two things well: driving traffic to sites from search engines and analyzing the impact that traffic has on the bottom line of companies. Wil's career began at a web marketing agency in 1999, where he spearheaded the SEO strategies for companies like Barnes & Noble, Disney, Harman Kardon, Debeers, Doubleclick, Hotjobs, and Mercedes Benz USA. For the last 6 years, Wil and the team of search professionals at SEER Interactive have been assisting clients in maximizing their visibility and sales using search engines in both SEO and SEM. You can catch Wil speaking with anyone who wants to learn about search, whether it is in a coffee shop or a major conference, it just runs through the veins! His goal at every speaking engagement is simple: Make sure everyone walks out with at least 1 new piece of information or perspective on an SEO topic. [FF]

Keynote Bio:
Rae Hoffman

Ten+ years ago Rae started a small website about her son and his medical condition that became one of the first international support groups and largest website in general on the topic. It earned national media coverage and helped further medical research in the field. Investigating ways to support that site, she found affiliate marketing and became one of the most well known voices in the affiliate landscape and organic search engine optimization. Today, her current area of research is site auditing and advanced organic link development techniques relating to all of the major engines. Ms. Hoffman is Co-Founder and CEO of PushFire. Known widely in the online marketing community as Sugarrae, she is also the author of the often controversial Sugarrae blog and Co-Founder and Co-Owner of website publisher MFE Interactive and the Co-Owner and SVP of Marketing for Speedy Incorporation Service. [FF]

Speaker Bios

Mike Allen

Mike Allen founded Shopping-Bargains.com in February 1999 and currently serves as President and "Chief Executive Shopper." Designed to be everything you need to save money online, Shopping-Bargains.com was a finalist for the LinkShare Golden Link Merchant's Choice Award in 2005 and the LinkShare Golden Link Advertiser's Choice Award in 2008. Mike received the Affiliate of the Year award at the 3rd Annual Affiliate Summit Pinnacle Awards in 2009. In addition, Shopping-Bargains was inducted into the Mississippi BBB's Business Integrity Circle of Honor in 2007. Mike attends most affiliate marketing industry conferences and has presented at Affiliate Summit, BlogWorld and several affiliate network conferences. Mike has served on a variety of industry and business advisory boards and in 2010 was elected to a two-year term on the Commission Junction Publisher Advisory Board. He also blogs and periodically writes for various print publications.

Leyla Arsan

Leyla Arsan is a digital strategist at Zeno Group where she works with clients to develop cross-platform digital, social media and content marketing strategies to drive measurable results. She is also an affiliate for several high converting niche sites, a blogger and a "power guru".

Syed Balkhi

Syed Balkhi is a killer online marketer with design & development experience. He's the founder of WPBeginner, List25, and many other sites. His work has been featured in: New York Times, Wired Magazine, Business Insider, Huffington Post, and others. Syed has been working online since he was 12 years old, and has a very successful online business.

Don Batsford, Jr

Don has been a full time online marketer since 1999. For the past seven years Don has been a principal with 31 Media, an online customer acquisition and consulting firm specializing in search, social and mobile marketing. 31 Media builds, maintains and grows marketing campaigns for companies ranging from fortune 500 firms to entrepreneurial endeavors. Previously, Don was in business development at Commission Junction, a ValueClick company. Don was also the co-founder of AskFor, a shopping technology and data management start-up. Don received his Masters of Business Administration from Clarkson University and Bachelor of Science in Business Administration from Saint Michael's College.

Debbie Bookstaber

Debbie Bookstaber is the President of Element Associates, where she leads integrated social media, affiliate marketing, PR and blogger outreach campaign for her clients. Debbie brings a unique perspective to projects based on her experience as both an affiliate manager and a successful blogger. As the blogger behind Mamanista.com and Bloganthropy.org, Debbie was recognized as one of the "Top 25 Parent Bloggers Who Are Changing the World" by Babble.com in 2012 and as a "Best of the Net" Blogger by Working Mother Magazine in 2013. Debbie has over a dozen years of marketing experience at brands such as Expedia and Travelocity.

She has managed online marketing programs responsible for several hundred million dollars in annual sales. Debbie has advised PR firms and Fortune 500 companies on blogger relations and effective social media strategies, and she serves as the Director of Social Media for Child's Play Communications in New York, NY. Follow her on Twitter @buzzmommy.

Hunter Boyle

Hunter Boyle leads business development for AWeber, which helps businesses grow with email and social media tools. A seasoned speaker, content marketer, and former editor of Marketing Experiments Journal, Internet Marketing Report, and What's Working in Sales Management, Hunter has been helping organizations optimize their digital initiatives since the dot-com days. Outside the office, he's an avid traveler, photographer, volunteer, and craft beer lover. Connect with him on Twitter, LinkedIn or Google+.

Alicja Borucinska

Alicja has experience in both: key accounts' management and recruiting new, inexperienced affiliates. She started her career as a publisher generating leads for financial institutions. She used to work for well-known affiliate brands like zanox and start-ups like TrafficCaptain or Adsenzia. Right now she is responsible for all international accounts from Japan to California at games performance network – TrafficCaptain. Worth admiring is her expertise in gaming industry and conversion rate improvement for mobile traffic. Her MA in performance marketing covers in-depth study of publishers' verticals and fraud detection. She believes that personal relationship with publishers is the key to successful affiliate management.

Wesley Brandi

Wesley Brandi loves fraud; crushing it, that is. A PhD in Computer Science, years of fighting fraudsters on the front line of Microsoft's online services, a sprinkle of techie spice and real deal gusto for getting the bad guys make up the tools of his trade. Wesley is the founder of iPensatori, specialists in identifying and mitigating threats to businesses in the online world.

Steve Brown

Steve Brown is Chief Executive of Linkdex – the leading platform for many of the world's largest brands and agencies providing them with data in relation to maximizing their digital PR, search and social marketing performance. He was instrumental in launching Linkdex's Publisher Discovery product in 2012. Steve was a co-founder of buy.at, leading it as chief executive from commencement to 2006 and then continuing as a executive board member until shortly after it was acquired by AOL in 2008. He oversaw buy.at's growth, including a period when it was the UK's fastest growing profitable business in 2006 (Tech Track 2006), and also its launch into the US market. He has held non-executive positions within many leading online marketing businesses prior to joining Linkdex in 2010 and has spoken at many affiliate conferences since 2000. He holds a physics PhD from the University of Liverpool.

Mike Buechele

Mike Buechele (@mikebuechele) has been in the online advertising industry since the late 1990's, working with the biggest companies in adserving and digital media, including DoubleClick and ADTECH. He's a frequent podcast guest in the industry and loves networking. He's currently building a consultant and performance marketing business.

Charles Calabrese

In his current role as Vice President of Operations for Performance Horizon Charlie Calabrese is tasked to provide leadership and direction to the Administration, Finance, and Human Resources departments. His role is to ensure departmental, organizational and operating objectives are met and in line with the mission needs of Performance Horizon. He is an active speaker at multiple conferences around the world with focus on digital marketing. In his former role as Product Manager for the buy.at affiliate network, Charlie was responsible for setting the strategic direction of buy.at, developing and managing the US product road map, and translating high-level product strategy into specific functional requirements and operational plans. Charlie joined Advertising.com (which was soon acquired by AOL) in January 2005 as a Business Analyst and was responsible for managing data analytics across the breadth of Advertising.com's products.

John Chow

John Chow, a damn fine person, friend of the community, Ultimate Fighting Championship contestant, member of the Save the Whales Foundation, the man who controls the black market on baby seal pelts and member of the "probably yo' daddy" foundation.

Jason Cianchette

Jason Cianchette runs Publishers Clearing House's mobile advertising company Liquid Wireless. Our mobile $1,000,000 sweepstakes campaign is one of the best performing mobile campaigns in the industry and we are always looking for new traffic sources. Jason founded Liquid Wireless in 2008 and sold the company to PCH at the end of 2011. Previously he was Vice President of Product for a pioneering mobile website called MocoSpace. Before that he helped develop industry leading affiliate marketing campaigns for Citibank, Toys"R"Us, AT&T and other leading brands.

Shawn Collins

Shawn Collins has been an affiliate marketer since 1997 with a number of active affiliate projects, and a decade of affiliate management under his belt. He is a Co-founder of Affiliate Summit, the leading global conference and tradeshow for the affiliate marketing industry and Co-Editor-in-Chief of FeedFront Magazine. He authored the books Extra Money Answer and Successful Affiliate Marketing for Merchants, and was an editor and contributor to Internet Marketing from the Real Experts. Also, he publishes the annual AffStat affiliate marketing benchmark reports. Shawn blogs daily on affiliate marketing at Affiliate Tip and co-hosts the weekly 7 Minutes in Affiliate Heaven podcast on GeekCast.fm. Additionally, Shawn has been quoted in numerous publications, including Entrepreneur Magazine, Internet Retailer, Inc. Magazine, the New York Times, and the Wall Street Journal.

Ashley Coombe

Ashley Coombe is an Internet marketing consultant through Denver based Shuffling Madness Media and DoBizLo.com. She has leveraged her years of experience as an elementary school educator, Internet entrepreneur, and online marketer to instruct dozens of local businesses on developing their online presence. Through her experience, Ashley has a deep understanding of what is necessary to promote a business using search and social media. Ashley gives freely to her community through her popular CastleRockNow.com website, and is passionate about helping women, and particularly moms, find their own freedom and success online.

Patrick Coombe

Patrick Coombe is the founder and CEO of Elite Strategies. Elite Strategies is an internet marketing agency located in Delray Beach FL. The company has been fully self sufficient and bootstrapped since the launch in 2009. Patrick Coombe is an SEO analyst, entrepreneur, and blogger. He has successfully managed hundreds of organic campaigns for small to medium sized businesses and is an expert in managing small business SEO on a tight budget while being able to show results. Patrick is a confident speaker and is passionate about the industry.

Todd Crawford

As a co-founder, Todd evangelizes the opportunities presented by a multi-channel approach to the performance model. Prior to Impact Radius, he served as vice president of sales and business development for Digital River's affiliate network, oneNetworkDirect. Todd also contributed to the founding team at Commission Junction in 1998 and led its business and sales development efforts as vice president for more than seven years.

Jeannine Crooks

Beginning her career in affiliate marketing in 1999, Jeannine is well versed in all areas of the performance channel. Joining the Affiliate Window US Account Management team in early 2011, she is responsible for optimizing program performance for powerful merchants like 1&1 Internet, Lonely Planet, LivePerson Experts and ProBikeKit. Jeannine is a prominent affiliate advocate in the fight against the affiliate tax, and was instrumental in the modifications of the Colorado legislation. She is also the organizer of the Denver Affiliate Summit Meetup, and is a frequent speaker at numerous events, including A4u, Affiliate Summit, Blog World Expo and the DaVinci Institute. Jeannine believes that the most impor-

tant take-away from any session is truly actionable information – so that every attendee leaves with ideas to make their programs perform better quickly.

Oliver Deighton

Oliver Deighton is Vice President of Marketing at VigLink, a technology company helping publishers earn from the content they create and the commerce they drive. Prior to joining VigLink, Oliver spent nine years at Google where he was most recently a Product Marketing Manager leading key projects across a broad range of B2B and B2C product areas including AdWords, the Google Display Network, Google Play and Google+. Prior to Google, he held marketing and sales positions with MP3.com and eMusic. Oliver graduated from the University of Arizona in Tucson with a bachelor's degree in anthropology.

Sarah de Diego

Sarah de Diego is an experienced Internet attorney and founder of De Diego Law. She represents networks, advertisers, publishers, software and data providers and many other companies involved in affiliate marketing. Her practice focuses on helping her clients maintain compliance with the constantly changing laws and regulations that impact affiliate marketing. Among other things, her time is spent reviewing and approving creative materials and landing pages, drafting and negotiating contracts, defending against regulatory action and civil litigation and assisting with general business matters. She is an active member of the Performance Marketing Association and chairs the PMA Attorney Special Interest Group. She is vice-chair of the California State Bar Cyberspace Law Committee and is a member of the legislative sub-committee. Ms. de Diego is licensed to practice law in the State and Federal courts of California, Colorado and Nevada.

Amy Ely

Amy Ely manages the affiliate program for Under Armour, one of the world's most technical performance apparel, footwear and accessories brands. Her role includes growing program performance across the US, Canada and UK markets and her efforts contributed to Under Armour receiving the 2013 Pinnacle Award for Exceptional Merchant of the Year. Actively involved in the affiliate community since 2006, Amy also managed US marketing operations for buy.at, a leading global affiliate network, where she designed and executed a marketing strategy to grow the company's worldwide presence. Prior to this position, Amy spent 4+ years working for AOL as a Product Manager for Advertising.com's Affiliate Network and as a Marketing Manager to support buy.at and Advertising.com's Publisher Services division. Amy's publications include articles in FeedFront Magazine, the book "Internet Marketing from the Real Experts" and she participates in ABCs podcasts to share best practice knowledge and advice.

Ken Dreifach

Ken Dreifach advises clients in advertising, marketing and privacy law, ranging from major online platforms, retailers and ESPs to innovative start-ups, helping each assess risk and devise effective, creative compliance solutions. Before joining ZwillGen, an Internet law boutique, he was General Counsel to a data marketing company and Chief of the New York Attorney General's Internet Bureau, where he prosecuted consumer law violations. Ken has expertise in privacy laws such as COPPA, CANSPAM, FCRA and state consumer laws, and self-regulatory codes such as those of the DMA, NAI and WOMMA. He regularly engages with regulators, lawmakers and trade groups, serving, for instance, on DMA committees on data usage. Ken earned a law degree from NYU School of Law, and began his career as a judicial clerk for Hon. Phyllis Kravitch of the U.S. Court of Appeals for the Eleventh Circuit.

Michael Esposito

In May 2012 I started with CostumeSuperCenter and affiliate marketing. We have 9 sites in the affiliate channel as of August (costumesupercenter.com, birthdayinabox.com, houseofcupcakes.com, wholesalehalloweencostumes.com, plussizelingerieboutique.com, frightcatalog.com, costume-discounters.com, wholesalecostumeclub.com, & anytime-costumes.com). Our programs were partially managed by an agency & spread between CJ, LinkShare, and ShareASale. With little experience in affiliate marketing, I began realizing all of the different ways in which affiliate marketing could develop our business. Mid 2012 we consolidated our programs under one affiliate network (Linkshare) and ended our agency relationship. Our affiliate program has grown by an average

of 30% per month across all of our brands since taking over. We continue to look for new ways of driving traffic and sales from current, innovative, and fresh avenues of marketing, and have found a great deal of access in the affiliate world.

David Ford

David Ford has been involved in affiliate marketing for over 10 years. During that time, he's marketed successfully across multiple niches and traffic sources. David has consulted for advertisers, affiliate networks, and traffic sources. He has also coached thousands of affiliates.

Scott Galit

Scott Galit is the CEO of Payoneer, Inc. Mr. Galit previously served as the President of i2c Inc. and as Senior Vice President of Meta Payment Systems Inc., a subsidiary of Meta Financial Group Inc. A pioneer in the prepaid card industry, Mr. Galit served as a Senior Vice President of Global Prepaid Products of MasterCard® Worldwide. Prior to MasterCard, Mr. Galit served as a Senior Vice President and General Manager of First Data Prepaid Solutions. He served as a Senior Vice President and General Manager at First Data Corporation and Concord EFS. He was Founder and Chief Executive Officer of Solspark. He served as an Investment Banker at Donaldson, Lufkin & Jenrette. Mr. Galit was also a Founding Board Member of the Network Branded Prepaid Card Association. He has extensive background in the financial services and prepaid industries, focusing especially on emerging payments. He led all payments business lines, including credit, prepaid/debit, ACH, loyalty, agent bank and ATMs.

Karen Garcia

Karen Garcia, CEO of the affiliate program management company, GTO Management, has fourteen years of experience in e-commerce and marketing. Beginning in 1999, Karen has consulted on and profitably managed dozens of affiliate programs on many different network platforms ranging from large national brands such as Shari's Berries, National Geographic, MediFast and Weebly.com to niche merchants like BowlingShirt.com and OfficePlayground.com as well as the conference, New Media Expo/Blog World. In 2009, she was nominated for an Affiliate Summit Pinnacle Award for Affiliate Marketing Advocate and the GTO-managed BowlingShirt.com program was nominated for Exceptional Merchant against industry heavyweights Amazon and eBay. She was awarded the 2009 ShareASale "Pay It Forward" Award for Industry Advocate for her work on the Advertising Tax issue. She has served on the Board of Directors for the Performance Marketing Association for three terms and as Secretary for the board since halfway through her first term. She has spoken at Affiliate Summit East, Affiliate Summit West, Affiliate Summit Central, Performance Marketing Expo and AMDays. She has several published articles in FeedFront Magazine.

Rick Gardiner

Rick Gardiner is the CEO of iAffiliate Management, a leading affiliate management agency for software and consumer technology brands. Rick has over 10 years of performance

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marketing and eCommerce experience and is responsible for finding and developing partners that align with client needs and the agencies core values. Prior to founding iAffiliate Management, Rick worked on the network side and was instrumental in growing oneNetworkDirect—Digital River's flagship affiliate network. His tenure there enabled him to work with brands like Symantec, Microsoft Store, Uniblue, PC Tools, avast!, Targus, Roxio, Logitech, and Trend Micro. When unplugged, Rick enjoys spending time with his family in their Minneapolis home. He and his wife enjoy cooking and discovering new restaurants with their two sons. Rick holds a B.S. in Communications and Marketing from the University of Minnesota, where he was a member of the University of Minnesota men's swim team and Pi Kappa Alpha fraternity.

Adam Glazer

Adam co-founded Partner Commerce and oversees the the strategic vision and business administration functions of the company. Prior to founding Partner Commerce, Adam was co-founder and Managing Director of Converseon Inc., a leading consumer affiliate network. At Converseon, Adam ran campaigns for clients including Hilton Hotels, Mikasa, Audible.com and The Financial Times, among others. Before Converseon, Adam built successful online marketing divisions for Young & Rubicam/WPP and Middleberg & Associates.

Robert Glazer

Robert Glazer, founder of Acceleration Partners, is a customer acquisition specialist with an exceptional track record in growing revenue and profits for leading consumer product and services companies. A recognized leader in creating high-quality affiliate marketing programs for fast-growing online retailers, Bob and his team have launched and managed several of the industry's most recognized affiliate programs. Clients include adidas, Blurb, Layla Grace, ModCloth, One King's Lane, Shutterfly (Tiny Prints), Stella & Dot, and Tea Collection. Over the past five years, Acceleration Partners has driven more than $100m in online revenue for its clients and was recently awarded the 2012 Affiliate Summit Pinnacle Award for Exceptional Merchant for Tiny Prints as the industry's top program. A speaker and published author, Bob serves on the board of the Performance Marketing Association.

Jonathan Goodman

Jonathan Goodman started his career over 20 years ago at the dawn of the Internet age producing websites for Fortune 500 companies. He is currently the President of Halyard Consulting, an Internet marketing firm, exclusively focused on WordPress development and search optimization. Jonathan holds an MBA from Fairleigh Dickinson University, an MS from the College of New Rochelle, and a BFA from the Ringling College of Art and Design. Jonathan is the author of the well received book The World of Internet Marketing: The Basics. He was professor of Internet marketing at the Silberman College of Business at Fairleigh Dickinson University for five years. He is currently a professor at The School of Internet Marketing. Jonathan has spoken at numerous conferences and conventions running the gamut from higher education symposiums to music industry conferences to WordPress WordCamps.

David Graff

David Graff is the General Counsel of 50onRed, a digital marketing and solutions company with offices in Philadelphia and New York. Prior to joining 50onRed, Mr. Graff served as the CEO for Online Intelligence, LLC, a company focused on digital forensics and fraud prevention, and the General Counsel and EVP, Corporate Development, for Epic Media Group, an affiliate network and marketing platform. Prior to Epic, Mr. Graff served as the General Counsel for Edison Schools, Inc., which he helped take public in 1999. Mr. Graff is an active member of several trade association groups, and is a frequent speaker and presenter on issues related to compliance and internet marketing.

Chris Graham

Christopher began his advertising career in 1996 and has spent the past 9 years managing, developing and promoting competitive intelligence systems. Prior to DNA, Chris served as the Senior Vice President of Operations and Business Intelligence for Atrinsic where he oversaw the agency operations for Search, Display, Email, Affiliate and Business Intelligence. He has also served as Chief Revenue Officer of Syntryx, a privately held competitive intelligence company focused on the development of online marketing intelligence tools. Chris holds an MFA from Rutgers University and a BA from Austin Peay State University.

Julie Gurner

Dr. Gurner has made it a mission to unlock human potential and understand why we work the way we do. From behavioral issues in inmates to consulting with celebrities, she uses neuroscience and psychological principles to engage and change the dysfunctional patterns we get stuck in. She has been featured in such media outlets as NBCNews.com and the Huffington Post for her knowledge of the brain and psychology. Dr. Gurner provides media commentary, sees a roster of private clients, and blogs regularly at drgurner.com.

Greg Hoffman

Greg Hoffman (@akagorilla) is President of GregHoffmanConsulting.com, an agency specializing in affiliate program management, public relations and social media. GHC was nominated for a Pinnacle Award for Best OPM/Agency at ASW13. They have been voted Best OPM by ABestWeb for two years running. Greg is the host of Gorilla Radio, a podcast devoted to affiliates in the programs his team manages. He is also the creator of the Marketing Gorilla blog, which also serves as a resource to his affiliates. Greg has moderated 4 previous panels at Affiliate Summit.

Erik Hom

Erik currently runs Business Development for WizeCommerce (aka Nextag) where he is responsible for partnerships, the affiliate program and new business development. With over 15 years of experience in retail and online marketing, Erik has a long history in online partner referral marketing both as an affiliate and as a merchant.Erik has worked for online start-ups such as Reel.com and Ticketweb as well as large traditional brands such as Williams-Sonoma, Gap, and Ticketmaster. Erik specializes in helping create external partnerships that supplement and complement a company's core business. A graduateof Chicago's Booth School of Business and Carnegie Mellon, Erik's background spans from investment banking to strategic consulting to ice cream. An entrepreneur at heart, Erik is the proud owner of Ben & Jerry's franchises in the San Francisco Bay Area.

Jeff Ifrah

Jeff Ifrah is the founding partner of Ifrah PLLC, a law firm with 12 attorneys, headquartered in Washington, D.C. with offices in Maryland and Virginia. In nearly 20 years of practice, Jeff has represented clients in defense contracting, healthcare, finance, pharmaceutical, gaming, software and real estate industries. For three consecutive years, Chambers USA has named Jeff as one of America's top litigators in the areas of White Collar Crime and Government Investigations (2011-2013). At Ifrah Law, Jeff and his colleagues author two blogs, CrimeInTheSuites.com, which focuses on developments in white-collar criminal defense and Internet law, and FTCBeat.com, which focuses on FTC and State AG enforcement actions against online fraud, including deceptive marketing and advertising. Jeff has provided expert news commentary on the Bloomberg News national wire and has appeared on national cable networks including MSNBC, FOX, and CNBC.

Andra Ioana

Andra is a seasoned project manager with a 5+ years experience in the online industry. She has extensive knowledge in affiliate marketing strategies, managing thousands of publishers worldwide with a focus on gaming and software programs. Internet marketing strategies and online performance management are 2 of the key skills you can find in Andra. She's an IT geek passionate about reading and traveling.

Scott Jangro

Scott Jangro is the president and co-founder of Shareist.com, a content marketing platform service that helps individuals and teams efficiently create content, publish, and share. He's also the president of MechMedia, a firm specializing in performance and search engine marketing since 2004. Prior, Scott served as a Director of Product Management at Be Free, Inc. and later Commission Junction, both divisions of ValueClick. Scott is best known as an active and vocal member of the affiliate marketing community through his blogging, writing, and advocacy efforts. He served three years on the Performance Marketing Association board of directors, and the founding advisory board. Scott has been honored with multiple industry awards including the Affiliate Summit Affiliate Marketing Legend Award, the Best Blogger Pinnacle

Award, as well as awards from ShareASale and Linkshare. Scott's a Boston sports fan, a bad golfer, and an obsessed cyclist.

Lindsay Johnson

I'm a Senior Manager and Lead of Yahoo!'s Center of Revenue for Strategic Partnerships. I joined Yahoo! in 2010 tasked with bringing together the best science, innovative products and insights, and creative know-how to help maximize revenue and boost engagement for Y! publishers. Backed by world-class search, content, analytics, and platform services, we deliver unparalleled insights and the scale of the world's largest search and display network to help partners engage with their consumers in new and insightful ways. Born & raised in Texas, I attended University of Texas in Austin & graduated with a BBA in Marketing. My past role included managing Fortune 500 Advertiser accounts at Google. In my spare time, I lead group fitness classes, pretend I'm a foodie and travel the world!

Zac Johnson

At the age of 15, Zac Johnson began making money online designing web site banners for $1 each. A self taught entrepreneur, Zac's been making money online for over 10 years and been involved in nearly every facet of affiliate marketing. Still a one man company, a recent highlight of Zac's success is "How I Made $860,538.38 Profit in 4 Months!" from one web site, and can be read at his Super Affiliate blog. Zac's latest focus is his personal blog "Inside the Secret Life of a Super Affiliate", where he provides readers firsthand accounts of his experiences, successes & failures. In addition to his own success stories, Zac reviews affiliate networks and informs readers how & where they should be making new money. He plans on releasing a case study of his secret tips free through his blog instead of in an eBook. Zac's blog has grown to over 15000 subscribers and has referred over $5,000,000 in new business to his advertisers and network partners since launching the blog.

Brett Kaufman

Brett Kaufman is the VP of Mobile Marketing at DoublePositive, a performance-based online marketing company headquartered in Baltimore that serves lead buyers, lead sellers and direct response advertisers. Kaufman oversees the media, product, and technology of DoublePositive's mobile click-to-call division. In his role, Kaufman works with developers and publishers on helping them better monetize their mobile traffic. Kaufman strives to deliver quality calls at a scalable volume for DoublePositive's advertiser partners. Currently, Kaufman's division facilitates more than 250,000 phone calls a month. Prior to DoublePositive, Kaufman was the Senior Director of Marketing and eCommerce at PropellShops, a leading on-demand merchandise company that acquired his startup, The Branding Spot. Kaufman has held leadership roles at Livescribe, Sprout, and Financial Content. Over the span of his career, Kaufman has purchased more than two billion impressions across CPC/CPM/CPV/CPA metrics.

Aaron Kelly

Founder and Senior Partner of Kelly / Warner, PLLC, Aaron's client list includes some of the top affiliates, websites, networks, and marketing agencies in the world. In addition to speaking engagements and being a published author, Aaron has earned one of the most prestigious awards a lawyer can receive, an AV Rating from Martindale Hubbell. In addition to his firm, Aaron also is one of the founders of SnapTerms, which has been featured on TechCrunch. Kelly / Warner has offices in Arizona, Michigan, Texas, and California with a New York Office opening soon.

Eva Klein

Eva is responsible for leading client development and support. Prior to joining RingRevenue, she was VP of Business Development for Enservio's marketplace division where she led business development for Allstate's Good Hands Rewards Program and State Farm Nation Rewards. Before that, Eva was accountable for revenue growth at FatWallet.com for more than six years, and served as Account Director at Be Free where she oversaw program management for top-tier brands like Best Buy, Brookstone and Netflix. Eva brings more than twelve years of industry experience spanning all aspects of the performance marketing eco-system (network, publisher and advertiser) and has served on the advisory boards for each of the leading networks.

Blaine LaBron

Blaine LaBron is the Director of Strategic Accounts for One Technologies/Free Score 360 which has grown to become one of the largest providers of direct-to-consumer credit scores, reports, and monitoring products in the United States. Blaine got his start in affiliate marketing at One Technologies when the Free Score 360 affiliate program was being formed and has been integral in growing it into one of the leading offers in the affiliate space. In response to increased regulation in the credit space Blaine has been integral in helping form and execute a vigorous customer advocacy/compliance program for Free Score 360 which still allows publishers to be profitable, substantially grow traffic to his offer, all while maintaining One Technologies' compliance goals.

David Lewis

David has been on every side of publishing in affiliate marketing. He founded and led his start-up, sold the business to and then worked for Ebates, and worked for well-established players in the online space such as Edmunds and GoTo.com (acquired by Yahoo). With over a decade of experience, David now runs the Publisher program at Shopzilla syndicating great product listings to compensate for the state of affiliate data feeds. Little known fact: David's third license was a California Certificate to Service Portable Fire Extinguishers.

John Lobrutto

John P. LoBrutto is the Director of Affiliate Partnerships in North America for 1&1 Internet, Inc., the world's largest hosting & web services company. 1&1 offers domains, a full suite of hosting products and the MyWebsite web builder. John's previous positions include; Head of Global Distribution for the AllHotels, Sales Director for Holiday Autos USA (both divisions of Travelocity, LLP), President of Pencils Plus, and Technology Director for Sabre Travel Network. John has over 15 years experience in the travel, retail & technology sales channels and has managed affiliate programs for the last 5 years. He specializes in developing new programs with a focus on emerging markets, and recently launched the first rev-share affiliate program in Mexico for 1&1. He believes, "the best approach to affiliate marketing is to keep things smart, creative and out of box, whenever possible. " John is married with two children and is based in New York.

Benjamin Louie

Benjamin Louie is the primary contact for all advertising-related inquiries, including maintaining and supporting new and existing advertisers on POF. Also, he's involved in product development on their advertising platform to increase usability, efficiency and profitability. He does business development by attending conferences across North America, creating and delivering presentations, seminars and webinars, staying engaged with the affiliate community and ensuring the best support for referrals. He manages the PR for the POF advertising department by actively participating in forum discussions, attending meetups/conferences, ensuring their blog (http://blog.ads.pof.com) is updated and responding/resolving criticisms in various social media platforms. He's also done media buying internationally in Brazil, Mexico, Spain, Germany & France. He has delivered presentations on the topic of online marketing in various cities in North America, South America & Europe.

Sabrina Malone

Best-selling author of the book "Moms on the Job", Sabrina is the founder and President of WorkingMom.com – an online powerhouse helping over a half a million families per year save time, energy and money. Frequently featured on National television and radio, this entrepreneur, homeschooling mom of six and former Mrs. America Pageant Contestant (but that's a different story) is also an engaging, motivational speaker with practical tips for professional and personal success.

Brian Marcus

Brian Marcus is the Director, Global eBay Partner Network (ePN), where he leads one of eBay's most important and valuable sources of quality traffic. eBay's affiliate program was established in 2001, and has steadily grown to include more than 300k partner websites across 13 countries. Brian has more than a decade of experience in various sectors of affiliate marketing, including his previous role as the head of account management for Google Affiliate Network. Here, his team was responsible for the growth and retention of thousands of multi-channel online retailers and credit card issuers. Brian previously led e-commerce at a niche online

automotive direct marketer, driving internet marketing customer acquisition programs in the affiliate, search, comparison shopping and e-mail channels. Prior careers in consulting, marketing management, and marcom have contributed to his unique perspective on integrated marketing, brand building and marketing operations.

Ken McArthur

Ken McArthur, best-selling author of "Impact: How to Get Noticed, Motivate Millions and Make a Difference in a Noisy World," has enabled thousands of people to achieve amazing impact by championing the philosophy that partnerships and collaboration build value for everyone. The popular host of a series of live events that bring together top-level marketers, entrepreneurs, business owners, corporations and non-profit organizations to create multi-million dollar joint venture relationships – he creates incredible, intense impact for product launches and multi-million dollar profits in surprisingly short time-frames. Regularly asked to speak at leading marketing events, he has managed product launches ranked in the top 400 sites on the Internet and reached audiences in access of 30 million people as well as launching multiple sites into the top 3,000 sites on the Internet.

Karen McMahon

Karen McMahon is "The Affiliate Whisperer," providing strategic planning, in-house evaluation and coaching to guide advertisers to make the most of their affiliate programs. Karen has worked as an affiliate publisher for the last eight years, heading up a successful loyalty model affiliate program. In addition, she has worked as a high growth affiliate manager for over six years. Karen began her career in advocacy and politics before joining her husband's family business, helping to build it into a nationwide multi-million dollar company. Karen's wide range of business experience, think out-of-the-box ideas and natural intuition direct her to successfully meet the needs of her clients.

Ben Metcalfe

Ben tracks his involvement with the WordPress community way back before it was even WordPress (B2, in fact, which was the name of the former project that forked and became WordPress). As a software engineer, Ben helped build the BBC News Website. He also rolled out the BBC's blogging platform (sadly not WordPress) and its developer platform. Since moving State-side in 2006, Ben has worked as a technologist, strategist and entrepreneur – launching the MySpace Platform, founding various startups in the tech/media landscape and advising numerous startups – including Apture (acquired by Google) and NutShellMail (acquired by Constant Contact). After being asked to rearchitect the WordPress install for a highly successful, high-trafficed blog, Ben realized that there was a gap in the market for premium managed WordPress hosting – and the rest is history. He has blogged since 2004 on all manner of technology topics at http://benmetcalfe.com/blog/ and tweets at http://twitter.com/dotBen.

Tricia Meyer

Tricia Meyer is the owner of Sunshine Rewards, Helping Moms Connect, and other niche sites. She frequently speaks and writes about affiliate marketing topics such as monetizing blogs, affiliate and affiliate manager relationships, and the basics of affiliate marketing. She is a member writer for ItsAWahmThing.com and an Associate Member of the Performance Marketing Association. Tricia leads the Indianapolis Affiliate Summit Meetups and is a partner in WineClubGroup.com and AffPlan.com.

Jonathan Miller

Jonathan is a classically trained Marketer, self-taught software developer with strong creative/marketing flair and a thorough understanding of digital performance based advertising. Jonathan holds a patent on digital performance marketing methodologies and has developed performance marketing software technologies & services for the African market to leverage converged mobile and digital advertising. Jonathan a regular speaker at industry events and forums, most recently Tech4Africa, held in Johannesburg. He's actively involved in both the South African chapters of the DMA and DMMA.

CJ Montgomery

CJ Montgomery is one of the founding members of Wheeler, Montgomery, Sleight & Boyd Law Offices. He is an

author and frequent speaker in the field of Internet Law, including DMCA notices, UDRP complaints, Intellectual Property rights, and advertising and compliance issues.

K.C. Motamedy

K.C. Motamedy has been an online marketer since 2004, specifically working with Affiliate Marketing/SEM. His most recent projects include developing and managing cleverbridge's Affiliate Program, which currently has over 25,000 Affiliates. His previous online marketing experiences include lead generation for insurance and mortgage verticals. With almost a decade of experience working in online marketing, K.C. is currently the Worldwide Marketing Services Manager for cleverbridge Advance Ecommerce and has spearheaded their affiliate program and email marketing platforms.

Samantha Murphy

Samantha is a marketing and business development expert specializing in online direct response. With over 11 years in the industry, she has extensive experience with search, site placement, email marketing, brand development, and promotion. Samantha has worked in many verticals, however her strength has always been in working with direct schools and edu aggregators for their email and display needs. In early 2012 Samantha launched her own company, Marathon Ads (www.marathon-ads.com), with partner Whitney Bradley. Marathon Ads is a full service marketing firm including online and offline advertising.

David Naffziger

David Naffziger is CEO of BrandVerity, a firm that provides technology solutions to affiliate managers to combat trademark abuse and advertising fraud. BrandVerity's services monitor paid search and social media for abuse by affiliates. Affiliate managers, agencies and networks use BrandVerity's service to monitor and protect thousands of brands. Prior to BrandVerity, David was VP of Engineering at Judy's Book a Seattle-based local search company. Prior to Judy's Book, David co-founded and was Director of Research at Quova prior to its acquisition by Neustar, Inc. (NYSE: NSR). David received his BS from MIT.

Mike Nunez

Mike Nunez began his affiliate marketing career while taking Computer Science classes at UCF. He leveraged his newfound knowledge to launch the Wyndham Vacation Ownership affiliate program, which quickly became the highest converting lead source in the company. Mike was then recruited to launch the LastMinuteTravel.com affiliate program, where sales grew to $500k in 3 months. Upon realizing that affiliate management was in high demand with a low supply of quality managers, Mike co-founded www.AffiliateManager.com. After our first year, the firm won "Best New OPM" on the most popular affiliate forum. To better serve affiliates, Mike spearheaded the creation of BounceLinks.com, a tool to monetize user-generated content as well as streamline product level link creation. Most recently, Mike launched www.

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AffiliateRecruitment.com, a self-service tool that allows managers to recruit relevant affiliates. Lastly, Mike has served as a member of the PMA and Affiliate Summit Advisory Board.

Amanda Orson

Amanda Orson (@Phillian) has been in the Affiliate Marketing and Local Lead Generation space since 2008. She has developed internet marketing campaigns for everything from sustainable seafood to financial services; pet sitters to roofing leads. She lives in Philadelphia, blogs irregularly at AmandaOrson.com and in good summers gets to work as a commercial salmon fisherman in Alaska.

Amber Paul

Amber Paul currently operates as the Vice President of Business Development for Globalwide Media, parent company of Neverblue Media. Prior to acquisition by Neverblue in April of 2011, Amber acted as one of the managing partners for AKMG and has held roles on the executive teams of leading affiliate networks: Hydra and Bloosky Interactive. Her areas of specialty within affiliate marketing include email, display, social and mobile advertising, in addition to comprehensive knowledge surrounding Can Spam compliance and FTC guidelines. In addition to being an alumni of Chapman University, Amber is also the head organizer for Meetup202 events in Southern California including the Los Angeles, Orange County and San Diego groups which consists of over 2000 affiliate marketers.

Corey Post

Corey Post is the VP of Marketing at Shoeboxed.com, the industry leader in receipt scanning and organization. With over a decade experience in content marketing, Corey has served as the Director of Online Marketing at Cornerstone on Demand, a California-based SaaS company that went public in 2011. Prior to Cornerstone, Corey held director level roles at industry leading companies such as IAC and Landmark Communications. His resume also includes social media consulting work at LegalZoom and ReachLocal, the latter of which went public in 2010. Corey holds an MBA from the University of Virginia's Darden Graduate School of Business Administration, where he was awarded a full tuition scholarship for achievements in media. Connect with Corey on Twitter or at ContentAndContests.com to learn more about contest marketing.

Geno Prussakov

Geno Prussakov is a graduate of the University of Cambridge. He is the CEO & Founder of AM Navigator – an award-winning OPM agency. As an affiliate program manager and consultant he has contributed to the online marketing success of Forbes, Nokia, Hallmark, Warner Music, Skype, Forex Club, and hundreds of small businesses. Prussakov has authored "A Practical Guide to Affiliate Marketing" (2007) and "Affiliate Program Management: An Hour a Day" (2011) which have trained thousands of marketing professionals. In 2011 for influencing "change within the industry" LinkShare named him one of Performance Marketing's Most Vocal Advocates, while Small Business Trends recognized him with an "honorable mention" in their 2011 Small Business Influencer initiative. In 2012 Geno has launched Affiliate Management Days conference. He shares his knowledge through major digital marketing magazines, blogs, conference presentations, and also maintains his own blog (named Best Affiliate Blog in 2010 & 2011).

John Rampton

John Rampton is an entrepreneur, blogger and tech enthusiast. He is also the founder of PPC.org and Blogging.org.

Adam Riemer

Adam is the founder of Adam Riemer Marketing, LLC. (ARM). Adam has over 10 years of online marketing experience and is the trusted source for strategy, campaign creation & execution for companies from the Fortune 500 to mom & pop shops. Adam has spoken and been booked on panels internationally at various conferences & events. Some of the topics he has spoken on, and some of the services he can offer your company include; affiliate marketing, PPC, SEO, CSEs, email optimization, channel development, sales funneling, online strategy, user experience & conversion rate optimization & more. Prior to starting ARM, Adam worked in house at various Inc. 500 companies. He played a key role in the strategy & the implementation of their campaigns help-

ing them grow into multi-million dollar corporations. Adam would like to invite you to join his managed programs as well as contact him at adamr (at) adamriemer (dot) me if he can help with your marketing.

William Rothbard

Bill Rothbard has over three decades of experience counseling advertising and marketing clients on all aspects of compliance with FTC and state consumer protection laws. His clients include a wide variety of online and direct response marketers. He represents clients in federal, state and self-regulatory advertising investigations and enforcement actions. He also negotiates and prepares advertising and marketing agreements and prosecutes trademark applications. Mr. Rothbard draws on his experience as a former FTC attorney, serving in the Advertising Practices Division and as Attorney-Advisor to the FTC Chairman. He also served as Senior Counsel to the U.S. Senate Judiciary Committee, Subcommittee on Antritrust, Monopolies and Business Rights. Mr. Rothbard is a graduate of The University of Michigan and the University of California Hastings College of the Law.

Melissa Salas

I'm the Director of Marketing for Buy.com & Co-Host Buy.com's TV show, BuyTV. I joined Buy.com in 2000 & manage various online marketing campaigns including Display Advertising, Affiliate Marketing, Social Media Marketing, Public Relations and lead our Creative & Web Design team. Born & raised in Southern California, I attended Long Beach State University & graduated with a BA in Communications & minored in Interpersonal Communication & Business Organization. I live in Huntington Beach & my hobbies include kickboxing, dance, going to live shows, concerts, traveling, days at the beach, watching/going to Angels, Lakers, Chargers and of course USC FOOTBALL games! You can say I'm a music & sports fanati

Kim Salvino

Kim has been an active member of the affiliate community since 2005, when she began managing the 4checks affiliate program. Kim then established the foundation of the buy.at US Account Management team in 2008, growing the department to provide strategic guidance and revenue growth for 70+ clients and moving on to recruit and grow publisher relationships in her role as Head of Publishers. A self-proclaimed "Affiliate Evangelist," she takes great pride in providing publishers with world class service and looks forward to taking Chateau 20 to new heights as their current Director of Publisher Development. An Affiliate Summit panelist, regular attendee, and 2012's recipient of the Pinnacle Award for Affiliate Manager of the Year, Kim is a passionate advocate for affiliate marketing and a self-taught industry expert. She often speaks at Affiliate Summit and PubCon, and is a published author in FeedFront Magazine and the book "Internet Marketing from the Real Experts."

Hillel Scheinfeld

Hillel is responsible for the overall operations of the company as well as the continued product development and strategic development of the company. Hillel co-created Viewbix from his previous success as COO of Qoof, an interactive video ad technology that converts video advertising views into monetizable interactions. Before joining Viewbix, Hillel headed business operations for the telecom division of IDT Corporation where he oversaw a 6000% increase in daily minute usage, international expansion and a profitable merger that led to his promotion as Executive Vice President of Strategic Development at IDT's Israel office where he was part of the original team that built a 900+ employee outsourcing center in Israel. He was also a member of NatWest Bank's management training program and subsequently served as a trading assistant and risk management analyst for the bank's $3 billion mortgage portfolio.

Buck Smith

Buck leads the teams tasked with bringing new publishers into the Skimlinks family, optimizing those publishers use of Skimlinks' services, and keeping all of Skimlinks' merchant/advertiser partners happy. He's also responsible for strategic partnerships and exploring new ways for publishers to take advantage of Skimlinks services. Buck has spent his entire career in Internet startups and has held management positions in business development, sales, and product management.

Michael Smith

Michael Smith has 10 years experience in Online Marketing, Search Engine Marketing, E-Commerce Design, and Social Marketing best practices. He founded Brand PPC, a Search Marketing Agency, focusing on paid advertising for Brands large and small. They work to go beyond percentage of spend fashioning billing structures with clear Brand and Non Brand Traffic Distinctions. Previously he had worked for E-commerce retailers such as Brookstone and GoCollect. Projects have included site wide Website Taxonomy, CMS SEO, and Search feature tweaking for paid traffic. Some quantitative successes include a seven figure improvement in Paid Brand Revenue and 300% improvement in Non Brand traffic year over year. For a SAAS B2B company drove a 500% reduction in Brand Traffic cost with a 150% increase in conversions. A Sports Car Club of America member you can often find him on weekends racing with the same principles he brings to Internet Marketing. Fast on the Straights and Slow for the Corners!

Nathan Smith

Nathan Smith, of Zynali Marketing Solutions, is a bottomless pool of creative marketing ideas, Nathan is a student of social media, and a specialist in the realm of online community building. He has successfully created and implemented several social media strategies for both local and international brands, as well as government agencies. Nathan enjoys all aspects of online marketing, blogging, and web site development, but his passion is creating connections between businesses and the people they serve. His objective is to turn your customers into online ambassadors for your brand, because "Social Media is simply word of mouth...multiplied by a million!"

James Thompson

James Thompson (@jtgraphic), from Brooklyn, NY, is the co-founder of Passive Metrics, a tool for managing social media analytics for brands. He started building websites in 1996 as a hobby and started to become a part of the affiliate industry in 2005. Most of his affiliate websites were focused on building free tools to add value to available offers. Since 2005, he's made a migration from singular affiliate to merchant as he started charging for his tools. Now he operates on the other side of the table, employing affiliates of his own. James has built over 300 enterprise scale websites, been a partner in a real estate company as well as a popular online magazine, and done successful exits from 3 of his companies. Because of those experiences, he has learned how to build and manage highly effective business and tech teams.

Wade Tonkin

Wade Tonkin has been active in the affiliate industry since 1999, working as an in-house affiliate manager, outsourced affiliate manager, consultant, and sales specialist with companies including Kowabunga! Technologies, Forge Business, The United Sharing Network and GTO Management before joining Fanatics in November of 2010. Wade currently manages the affiliate programs for the official online stores of the NHL, NASCAR, NBA, NHL and ESPN. Wade is a regular contributor to FeedFront Magazine, has spoken at Affiliate Summit, the Internet Marketing Conference and the ShareASale ThinkTank. Wade blogs at AffiliateWarrior.com and podcasts on affiliate marketing and sports on GeekCast.fm.

Alex Tsatkin

Alexander Tsatkin has over 5 years of hands on experience in performance marketing from all sides of the business including advertiser, network, affiliate, and analytics provider. Alex now focuses on Mobile as the CEO of MobAff Performance Network. Using the pen name "The Angry Russian" he has helped hundreds of affiliates unlock the mystery behind mobile traffic to generate profitable campaigns. You can find Alex's writing on publications like Mr.Green, Tracking202, and Stack That Money Forum and may have heard him discuss mobile during speaking engagements for Ads4Dough and NeverBlue.

Shannon Vogel

After more than 10 years in retail, Shannon Vogel changed her focus from helping people one at a time to helping business owners and executives grow their companies through social media. Her passion lies in education, teaching the use of social media to create conversations that lead to long lasting relationships and turn customers into brand

ambassadors and advocates. Shannon currently works with several different industries throughout the country including consumer products, local brick and mortar businesses, and food & beverage companies, helping each to strengthen their brand awareness, as well as create and maintain a positive, productive online reputation

David Vogelpohl

David Vogelpohl is the founder and CEO of Marketing Clique, an online marketing and web development agency which helps clients build custom web applications, crazy fast WordPress solutions, and metric driven online marketing campaigns. David has nearly 16 years of web development and online marketing experience including a wide variety of technologies and online marketing channels. David is a multiple Affiliate Summit speaker, published author, speaker at WordCamp and an unabashed WordPress junky.

Chad Waite

Chad Waite is the marketing manager for the AvantLink.com and AvantLink.ca affiliate networks. He can be found on Twitter at @ChadW8, likely asking for advice on writing better bios.

Evan Weber

Evan Weber has been in the online marketing world since the late 1990s. He spent 5.5 years as the Marketing Director for a successful health portal, before launching his affiliate management agency, Experience Advertising, in 2007. His skill set includes: social networking, SEO, paid search, conversion rate optimization, affiliate marketing, article marketing, and more.

Shannon Weidemann

Shannon Weidemann has been working in the Affiliate Marketing space since 2002 when a friend introduced her to the industry. She is the owner of Marketingelf where she writes about being a work at home Mom and affiliate marketing. She has been published in Feedfront magazine and is a regular contributor at ItsaWAHMThing.com.

Peter Wilson

Peter Wilson joined LashBack in 2012, bringing more than two decades of experience as a senior executive, board member, and consultant to growing technology and service businesses. Previously, he served as President and CEO of Cutting Edge Media, a diversified provider of marketing services, data management and technology. A steadfast champion for best practices and elevating industry standards, Wilson participates in both the Executive Council of Performance Marketing and the Performance Marketing Association. Before joining Cutting Edge Media, Peter advised a number of leading advertising and marketing firms as Managing Director and head of KPMG's U.S. Technology, Software, and Services investment banking team.

Duane Zoscin

Duane Zoscin serves as Digital Traffic Manager at Beyond.com and is responsible for growing job seeker traffic to the Beyond.com Network by utilizing Ad Networks, Affiliate Networks and "Outside the Box" Guerilla Marketing tactics. Duane has more than 20 years of experience in entrepreneurship, Internet-based sales and marketing, and prior to Beyond.com served as Marketing Director for companies like INetU Managed Hosting, The Strata Companies and Bartash Printing. He is a big believer in 'Rumpelstiltskin Marketing', spinning straw into gold by finding untapped or underutilized channels and leveraging them better than (and before) the competition. Duane holds a Bachelor of Science degree from Penn State University and resides in the Philadelphia area. [FF]

People to follow on twitter

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http://twitter.com/mta1

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Don Batsford, Jr.
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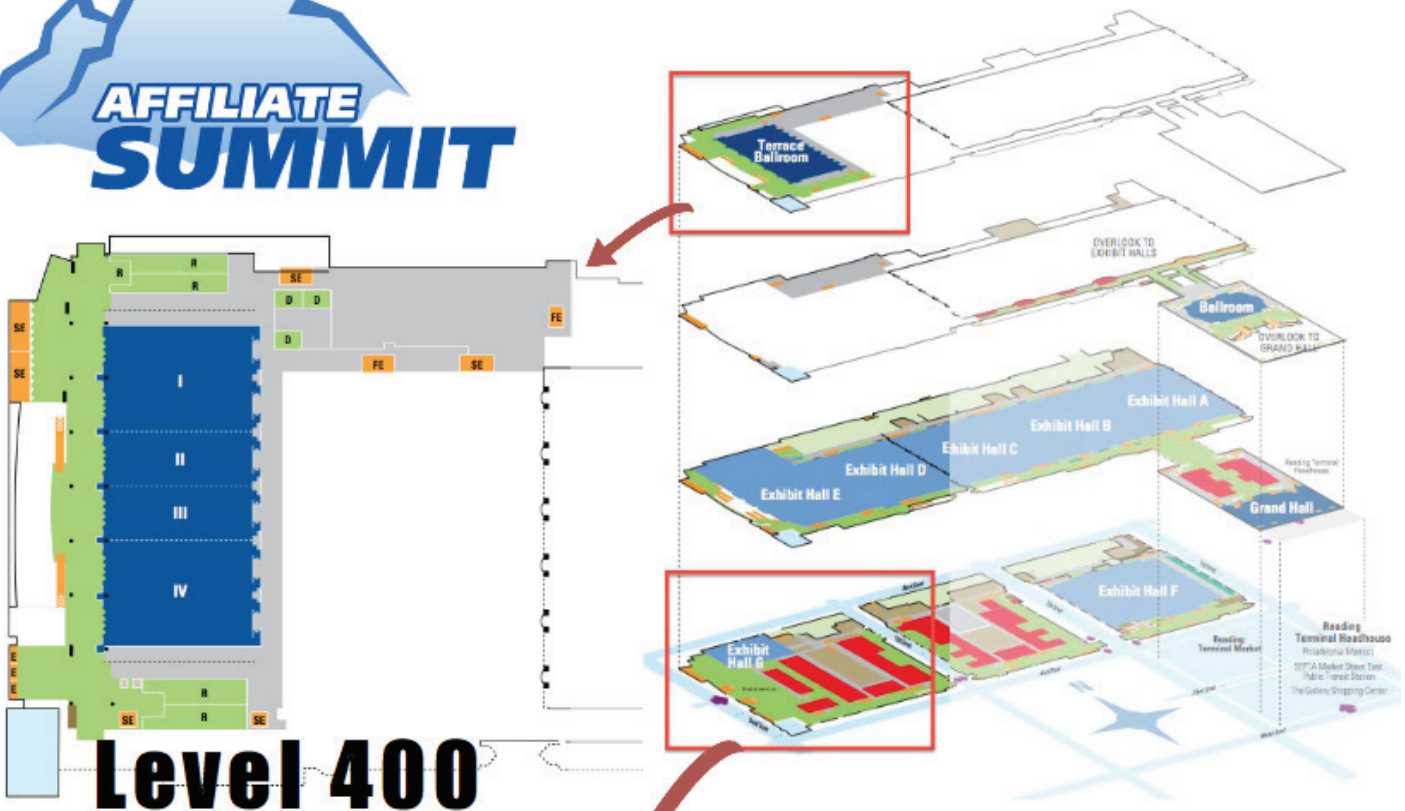

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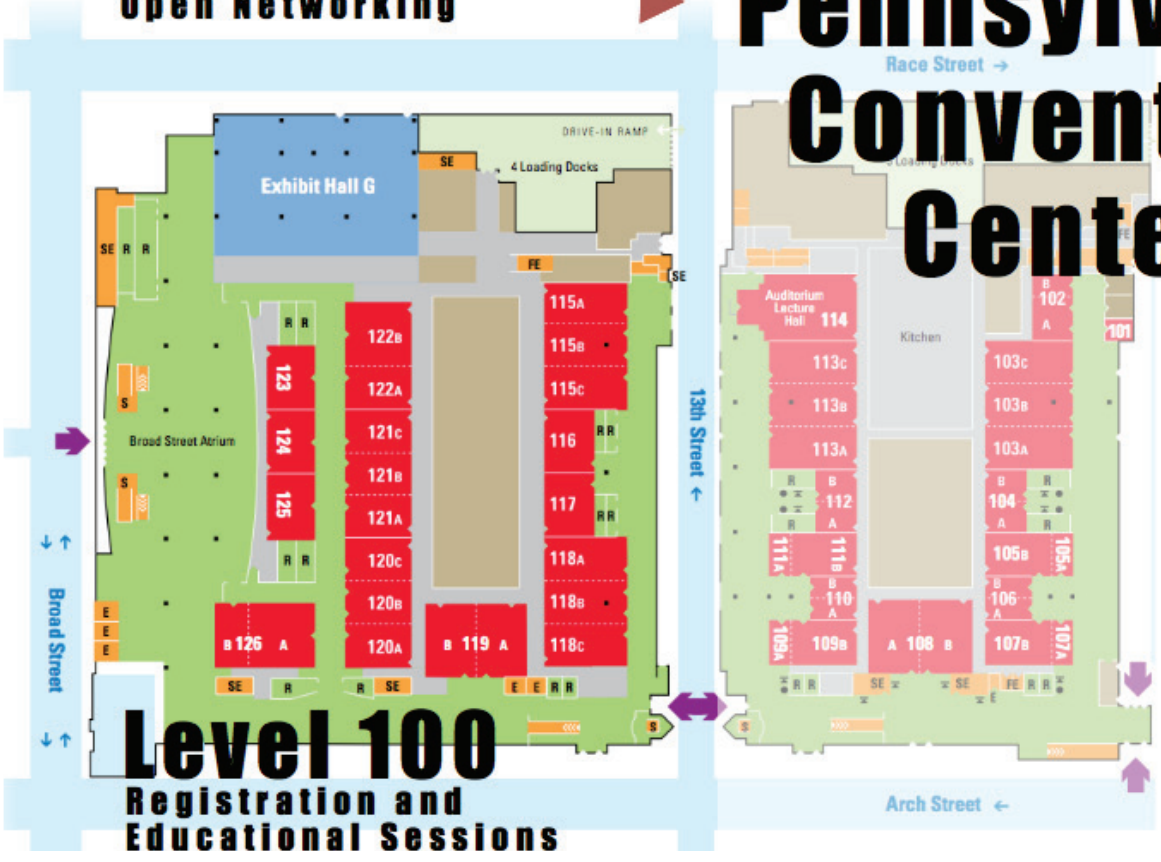

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